HOW TV CHANGED LUCILLE BALL

TV GUIDE®

LOCAL PROGRAM LISTINGS
Week of April 23 — 29

15¢

Lucille Ball

as we see it

We don't think we are being premature in offering advice on how next year's Academy Award show should be presented. The television industry and the motion picture industry have had two cracks at it and the results have been, considering the possibilities, mediocre. With 11 months to go before the next one, someone should start thinking now.

The television audience, we believe, is interested in six awards—the best picture, the best performances by an actor and an actress, and the best supporting performances by an actor and an actress—and the best song. It would be no loss to viewers if they were deprived of the thrill of watching a bunch of strange men in dinner jackets dash up an aisle to clutch technical awards.

Let's start with the premise that the show has two reasons for being on television—to entertain viewers and to benefit the movie industry. Here's our suggestion:

A star announces the names of the candidates for best performance by a supporting actress. The name of the winner is read. Onto the screen comes a five-minute scene from the movie that earned the winner her honors. She is actually seen in her winning performance. The same routine is followed for the other top awards.

For music, we suggest that movie clips be used too. If there are five candidates for best song from a movie, why not present the actual film productions of those songs? Certainly they would be given a better presentation than they have been in the Award shows of the past two years.

It would make an entertaining show—and it might even sell some movie theater tickets.

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TV Teletype*

NEW YORK Bob Stahl reports:

Don't hold your breath, but there are strong rumors around that the major movie studios are finally going to release some of their old films to TV. Reports say movie companies are convinced they can now live with TV and that TV is no longer hurting them so much at the box-office. Also, with the advent of CinemaScope and other wide-screen processes, these older films have lost much of their theatrical re-run value.

* * *

And speaking of movies, now that BENNY GOODMAN has consented to Universal's filming his life story, look for him to take another plunge into TV. GOODMAN is now trying to reunite his original orchestra, including GENE KRUPA and others, all of whom would be on the new TV show . . . The Real George, new situation comedy starring GEORGE O'HANLON, may be one of NBC's summer replacements.

* * *

MINDY CARSON, who left TV last year to have a baby, is planning a new Sunday night show with ABC. It won't start until next fall, however . . . Another new program in the works for next fall is The Girl From Milwaukee, a situation comedy series starring CHARLOTTE RAE, a TV unknown but a new night-club favorite.

* * *

PAT CARROLL, who was RED BUTTONS' girl friend last year, is signing a new TV contract with NBC. Whether she'll have her own show or join the cast of another hasn't been determined. PAT recently has been featured in a little review at a Los Angeles theater . . . BOB CROSBY will have his own nighttime program starting in October, plus his present afternoon show. He'll probably have another name star to bolster the evening entry.

* * *

DAVE GARROWAY is the latest TV star to buck ARTHUR GODFREY for "most hours on the air" honors. With the early-bird Today plus his Friday night show, DAVE now has 15½ hours per week. And he's taken on a two-hour Sunday night radio assignment . . . Speaking of radio, LIBERACE is being auditioned by ABC for his own radio show. But how will they duplicate those candelabra for radio?

* * *

It's still tentative, but JAN MURRAY's Dollar A Second may shift from Du Mont to NBC this summer to replace the first half-hour of the MILTON BERLE show . . . And RALPH EDWARDS, repeating last year's procedure, will depend on viewers to determine which of the This Is Your Life programs to re-run for the summer . . . I'll Buy That starts on the BBC in England next fall. For the British version, producer PETER ARNELL has been forced to change the title to Purchase Order.

**Trade-mark, Teletype Corp.*

HOLLYWOOD

Dan Jenkins reports:

GALE STORM, who wound up her 89th Margie film April 21, has started on a "vacation" which includes the following: A two-week stand in Dallas starring in "Wish You Were Here," a three-week personal appearance in Las Vegas at the Thunderbird, a feature picture not yet selected, a weekly radio version of Margie and, finally, moving into her brand new custom-built home . . . GROUCHO MARX has started a one-man ED MURROW-for-President campaign--and he is not kidding.

* * *

Hollywood's major studios will release 425 new feature pictures to theaters during 1954, the equivalent footage of 32 half-hour TV film series of 39 episodes each. In a seven-station city such as Los Angeles or New York, that would take care of just one station's programming for five hours a day, seven days a week, for one full (39-week) season.

* * *

MARY WICKES, one of the finest Broadway character actresses, coming here to be featured with the RONALD COLMANS in the new Halls of Ivy film series . . . HAL PEARY, radio's original "Gildersleeve," may bring the role to TV . . . MAE WEST's upcoming film series will be based on travesties of famous romances. First victims will be Priscilla and John Alden, then Cleopatra, Camille, Du Barry, Fatima and Lady Hamilton.

* * *

OSCAR HAMMERSTEIN II and RALPH LEVY (producer-director of JACK BENNY's TV show) plan to produce a half-hour Show Boat series for CBS . . .ALAN LADD has incorporated himself to produce pictures, TV films and radio shows--but he will not yet appear on TV himself . . . NBC's first "spectacular" next fall may very well be a JUDY GARLAND musical designed to plug her new picture, "A Star is Born."

* * *

MARTIN and LEWIS do a two-week personal appearance starting May 7 in Houston . . . VIVIAN VANCE and BILL FRAWLEY (Ethel and Fred Mertz) will appear on the May 4 MILTON BERLE show following the season's wind-up of the I Love Lucy filming schedule . . . RICHARD CRENNA, the Walter Denton of Our Miss Brooks, is calling it quits at the end of this season. At 26, he figures it's time to stop playing an addlepated teen-ager.

* * *

BETTY GRABLE has a 27-inch TV set installed in the footboard of her bed, with a remote control unit on her nightstand. This is known as living . . . NBC will have six to seven hours of color programming a week by the end of the year . . . JIM (I Married Joan) BACKUS' wife, HENNY, is now a regular on My Favorite Husband, which probably completes the utter confusion reigning in the BACKUS menage.

HOW TV AFFECTED LUCY and DESI

SUCCESS CHANGED LUCILLE BALL

From Show Girl to Mother Hen

FIRST OF TWO ARTICLES

LAST YEAR, on the occasion of the star-packed "Dinner with The President" television program, a number of high-powered stars were seated around a table during a lull in rehearsal. Among those present were Ethel Merman, Helen Hayes, Dick Rodgers, Oscar Hammerstein, Thelma Ritter, Lucille Ball and Desi Arnaz.

And what were they doing, these giants of the entertainment world? They were looking at baby pictures.

And who got them off on this unlikely track? Lucille Ball. She would

show baby pictures to the President of the United States. In fact, she did.

There is a vast difference between the Lucille Ball who shows up on the Nation's TV screens as "Lucy Ricardo" every Monday night, and the Lucille Ball Arnaz who in real life is one of the greatest mother hens of contemporary history. And yet Mrs. Ricardo certainly has changed Mrs. Arnaz.

Lucille, just three and a half years ago, was a girl with a rather amazing head of orange hair, a born comedienne stumbling unknowingly toward the apex of her career, and a first-time mother who had her long-wanted child rather late in life and wasn't quite sure what it was all about.

Now her hair is more of a natural, soft gold. "I don't want the children to think their mother is brassy," she confides.

From A TV Plot, A Life Plan

Further, the show has given both Lucy and Desi a new sense of humor concerning themselves. Their marriage, once perilously close to failure, has flourished because, confronted week after week by a script detailing one ridiculous marriage problem after another, they have learned to laugh things off. Lucy Ricardo has indeed taught Lucille Ball how to be Lucille Arnaz, a good housewife and mother.

This is surprising when one considers just how different Lucy Ricardo and Lucy Arnaz really are.

Lucy Ricardo is something of a brainless little Miss Fix-It. Lucy Arnaz is hardly brainless, and can fix anything. She recently gave a surprise party for Vivian (Ethel Mertz) Vance, built around a tremendous scrapbook called "This Is Your Life, Vivian Roberta Jones" (her real name). Dozens of people and three full months were involved in the planning, yet Vivian never got an inkling of it.

Lucy Ricardo is probably one of the world's worst housekeepers. Lucy Arnaz is one of the best. She runs their

Lucy and Desi: fun in Palm Springs.

San Fernando Valley ranch home with a firm hand, even getting up at 6 A.M. every morning to give the two children their breakfasts. Most people in her position would let a platoon of nursemaids take care of such chores. She keeps a sharp eye on the larder, does most of the ordering and writes reminders to herself on a virtual 24-hour basis. Besides a huge bulletin board in the kitchen, she has these notes stuck on everything.

Lucy Ricardo will take a bow at the drop of a laugh line. Lucy Arnaz is still overcome by the fantastic success of *I Love Lucy*. When she accepted an award not long ago from the Los Angeles Press Club, the club president introduced her with a flowery speech indicating the audience was about to enjoy one of the great acts of all time. Lucy accepted the award and said, "Thank you. Without my writers, I'm dead." She stared out at the audience for a minute, then said, "I'm dead," and abruptly sat down.

Lucy Ricardo is incapable of taking care of anyone, including herself. Lucy Arnaz, the mother hen, takes care of everyone. On their recent

whirlwind trip to New York, Lucy sat watching a young girl until Desi got the uneasy feeling something was about to happen. Lucy finally blurted out: "How old are you?" The girl, startled, admitted she was 24. "Oh, that's all right, then," Lucy smiled. "I just thought you looked much too young to be having a drink."

With all this, she is basically the same girl she was before *I Love Lucy* hit the jackpot—direct almost to the point of bluntness, painfully honest, sentimental to a fault. But her abiding interest today is children—all children—instead of the career which once was uppermost in her mind.

These days the Arnazes pass most of their spare time at home as a family. Weekends are spent in Palm Springs, where they are now planning to build a home of their own.

Three Hits And A Miss

An athletic girl with good timing and coordination, Lucy has taken up golf in order to please Desi, himself a recent convert to the game and now a fanatic. It is said that on her first four drives she hit three other golfers.

Old-fashioned in many of her ideas, Lucy believes that a wife must contribute more to a marriage than a husband and that a husband should be given his head. "A woman," she says, "is instinctively a mother, but a man isn't instinctively a father. Unless you make allowances for the fact, you're in trouble."

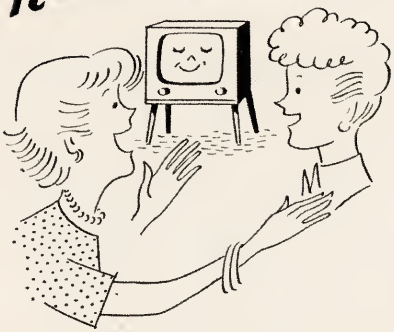
She makes friends slowly but makes them count. Gradually, over the past three years, she and Desi have swung more and more to people with children of their own.

With all this, there is still a little-girl quality in Lucy which perhaps more than anything else explains her ability to ride so easily with the devastating punch of Grade A success.

—*Dan Jenkins.*

(Next Week: Desi)

It's a wonder!



Your TV set is probably the most complex piece of equipment in your house.

Servicing it is a job for a skilled technician—a man who knows his way around the intricate maze of parts and connections in your set.

It's no wonder that your serviceman must spend a lot of time learning the business . . . a lot of money on tools and test equipment.

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Stang the Fang talks back...

A PAST MASTER of sass, name of Arnold Stang, is the young man responsible for the final conversion of that TV deity, Milton Berle, from the medium's No. 1 showoff into its No. 1 straight man. With the collaboration of Goodman Ace, Berle's chief writer, who smuggled Stang into the script as Francis the stagehand, Arnold has been tossing off a weekly assortment of jibes and slurs, all directed at Berle and reflecting on his alleged lack of talent. This in the face of Miltie's long-established reputation as owner of the No. 1 insult catalogue in the industry.

Paying your disrespects to Berle would be considered by many to be the most enviable job in television. Arnold, almost the antithesis of the fractious, flippant stagehand he portrays, has achieved a godlike stature among the anti-Berle element, which now watches the show again just to see Berle get his weekly lumps.

Let us pause at this point and dredge up a few of the unkind cuts tossed at Milton by Stang:

> ***Berle:*** **I can't bother arguing you with you. I haven't time. My career is at stake.**
> ***Stang:*** **I've watched your career. You should be burned at the stake.**
> ***Berle:*** **You can't talk like that to me. I'll have your job.**
> ***Stang:*** **After that last show of yours, you'll need my job.**
> ***Berle:*** **Why, what do you mean. The Buick people think I'm very important. They handle me with kid gloves.**
> ***Stang:*** **They don't want to touch you with their hands.**

Berle is frequently given bad puns so that Stang can come through with crushers like, "Oh, isn't that brilliant! What a bon mot! What a great comedian! That line was worthy of Kaufman. That's Ben Kaufman, a slob I know," or "That line was truly be-

fitting of GBS. That's a great big slob." If these lines do not seem too funny in print, be assured that they are when Stang delivers them. He frequently calls Berle "Aunt Miltie" or "Mr. VT—Very Tired comedy." Once he said, "When Buick (Berle's current sponsor) dropped the *Circus Hour* last year, I thought they were through with freaks."

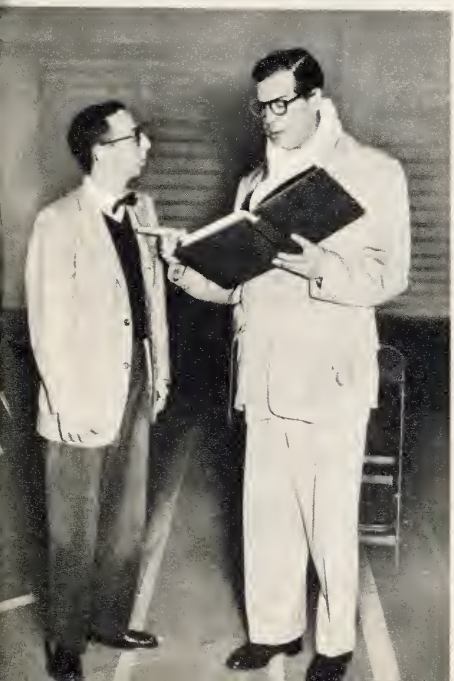
It might be assumed from all this that Berle is an unwitting foil and the prisoner of his writers. Anybody who knows Miltie knows Berle still runs the show. He is in full accord with the shift in comedy emphasis that has made him an Abbott to Stang's Costello. And Stang has no trouble at all saying kind things about Berle. Milton, he says, is the finest straight man with whom he has ever worked.

"Some weeks I've gone home with a script that looked so bad I was heart-

Sharp-tongued Arnold needles Uncle Miltie, but only on camera

sick," Arnold has said, "then when we put the show on, people connected with it have asked me if I've rewritten the lines because they've come over so funny. I never rewrote a line. They were funny because Milton is such a master at setting them up."

Stang, as does everyone else, gives Goodman Ace a great deal of the credit for the large improvement in the Berle show. "Berle has had a lot of fine writers before, but they just never knew how to say no to Milton. He's a power," says Arnold, "But Goody stands right up to Milton when he wants a line to stay in."



An interesting about-face in the Berle-Stang relationship takes place during the hours when the show isn't on the air. At rehearsals, Arnold becomes merely another of the hired hands and therefore fair game for one of Berle's celebrated chewing-outs.

A very confident, forthright and affable little guy, Arnold is aware of the limitations of being an odd-shaped half-pint with glasses. He knows he'll never become as big as the Berles, Morgans and Cantors he has complemented so well. As a first-rate character player he knows there'll always be enough demand for his services to maintain his present easy livin'.

No Top Banana—But Slick

A reasonable and gentle party, Arnold manages to carry on his own press relations; that is, he does not employ a press agent, possibly on the assumption that the trade is aware of his talents and the publicity he'd get with the general public couldn't do him much good, because he's no top banana. Evidence of his triumphant approach to a press interview is the fact that his wife is a former feature writer for a national magazine who turned up at the Stang abode for an interview and was sufficiently charmed by the lad to marry him. They now have two children, Deborah and David, and a sad-faced Basset hound, a dog that looks as underprivileged as the characters Arnold portrays.

◀ Berle talks, Stang listens: off camera, there's never a doubt who has last word.

WISBAR'S FAVORITE FIVE

The Girls He Picks As TV Stars Of The Future

FRANK WISBAR, a remarkable man, has produced more film shows than almost any other two men put together. He fled to New York from his native Germany in 1937 to escape the Nazis, cashing in his many awards as film producer to buy passage. Arriving with just 60 cents in his pocket, he made his way to Hollywood and wound up directing horror pictures at Monogram.

In 1949, convinced that television was the coming thing, he mortgaged his home to make a half-hour film show called "Time Bomb." He sold it to Procter & Gamble, whose *Fireside*

Wisbar with (front) Havis Davenport, left, Peggy O'Connor; (center) Pamela Duncan, Charlene Hardey; and Jean Howell.

Theater was at that time a variety show. He has been *Fireside's* producer-director ever since.

For TV Guide, Wisbar has selected five TV actresses he believes will make solid names for themselves. "I have used over 100 girls on *Fireside*," he says. "Those who have already achieved some prominence, like Eve Miller and Jody Lawrence, I deliberately left off my list. I have picked five comparatively unknown girls."

Here they are:

Peggy O'Connor. Was under contract to Fox—"briefly." Understudied Maggie MacNamara in "The Moon Is Blue" at Chicago. Returned to Hollywood, modeling and doing TV commercials before getting her break in *Fireside Theater*. "This is the most interesting girl of the five," Wisbar says. "She hung around here for two years before I finally found a story, 'The Old Order Changeth,' I thought she could handle. It was a terribly difficult role—that of a girl who thinks she is an actress but isn't. Peggy handled it beautifully."

Havis Davenport. A year and a half in independent TV film work in Miami, two years at the Cleveland Playhouse. Came to Hollywood in July, 1953; in *Lux Video Theater* and small parts in three movies. Wisbar admits, "I have not yet used her. But I will, in the next story that suits her. She is the young and radiant type, unscratched by life. A girl of great promise."

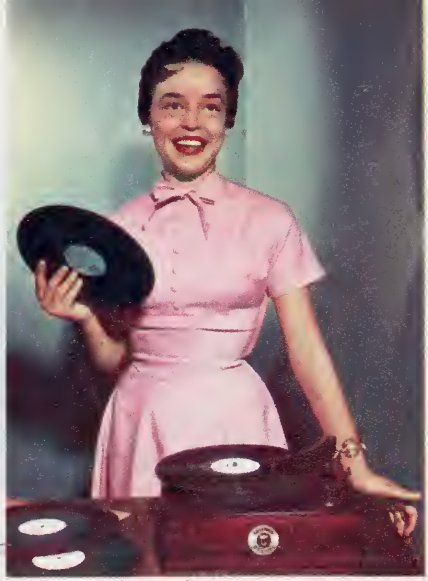
Charlene Hardey. A well-known California model, she appeared in several movies, TV films and radio shows. "This," Wisbar reflects, "is a girl of very limited dramatic training but unusual natural talent. Very young, she plays like an old trouper. She has done three or four *Firesides* for us with never a disappointment. Really a nice girl. Like Havis, the All-American type, but with more—what do you say?—moxie."

Pamela Duncan. Came to Hollywood in 1951 for a test, returned a year later for parts in *Lux, Dragnet, GE Theater, Four Star Playhouse, Playhouse of Stars, Letter to Loretta, Private Secretary.* "An intense girl of surprising strength," Wisbar says of her. "She actually hasn't quite found her own particular niche as an actress yet. But she will. She is like a racehorse on the set—she must be handled, toned down."

Wisbar and Miss Duncan reading script.

Jean Howell. In Little Theater work in Hollywood since 1949. Went to New York in 1950, appearing on several TV whodunits, *Kraft Theater* and *Robert Montgomery Presents.* Returned to Hollywood in 1952, for live and film TV including *Red Skelton, Big Town, Topper, Life of Riley, Roy Rogers, Four Star Playhouse.* "Excellent stage training here," Wisbar comments. "Quite an accomplished actress. Very intelligent, very well read. Writes, knows music, well versed in Shakespeare. An amazing girl, really."

in the cast



Jill Corey: her salary went up 50 times.

JUST LIKE in the story books, 18-year-old Norma Jean Speranza, a Pittsburgh singer with a take-home pay of $6 a night, was heard by the manager of a local radio station, Warren Korbele. He called her to his office, taped her voice without benefit of an accompanist and mailed it off to a friend at Columbia records.

Within days the recording was on Mitch Miller's turntable and Norma Jean was in his office. Also present was publicity man Lloyd Leipsig, a friend of Dave Garroway. Within days after that, Norma Jean had a contract with Columbia records, was featured on *The Dave Garroway Show* at 50 times her Pittsburgh salary, was photographed for the cover of a national magazine and was having her Italian name changed. She held out for Hope, the translation of Speranza but ended up with Jill Corey. Explained Leipsig: "The name Jill is cute but not too cute. After all, we have to look ahead to when she's 20."

Her first record, *The Robe of Calvary*, has already begun to appear on scattered best-seller lists, and Columbia, certain it will sell over 100,000 copies, is hopeful of a million. This is good-sized hoping for a newcomer. Of the 1500 pop records put out yearly by the major companies, only 10 hit such heights; 200 may make the profitable 100,000 mark.

Away from home for the first time, Jill lives in a mid-town Manhattan hotel for women, but wants an apartment with another girl. Used to a large family, she finds hotel living "friendly but not homey."

The movies have already tried to sign her but the petite, pretty Jill says, "Not now. If I go to Hollywood, I won't be able to do much TV. No one will know me and my records won't sell. First, I want to be liked."

So far, Jill is thrilled by everything —Dave Garroway, New York, "famous people like Perry Como and Tony Bennett," making money and making friends. To Lloyd Leipsig and Mitch Miller, such freshness is regarded as something special. "We get a kick out of watching her grow up."

Pittsburgh Parade

• Pittsburgh-Youngstown Edition

By BILL ADLER

Programs p. A-29

The runners-up to Wanda Saylor in the TV GUIDE poll to pick the local television personality most worthy of network recognition included (but not in this order) Buzz 'n' Bill, Bill Burns, Abbie Neal, Joe Mann and Elaine Beverly and Al Nobel . . . The theaters still don't recognize teevee entirely, but the Fulton management will privately admit that the big business for *Creature of the Black Lagoon* can be traced to the advertising spot campaign for it on the local channels . . . Bill Bendix was still in his dressing gown when the local TV editors came into his room for an interview recently. Their eyes popped when they got a glimpse of his robe—an Arizona sunset would look pale by comparison.

Florence Sando will be the speaker at the Sewickley Township's 9th grade trophy award program on April 29. Curiously enough, Miss Sando won a similar award herself for citizenship and scholarship at Wilkinsburg High when she was a 9th grader . . . The local sportscasters lost a mighty good friend when Roy (Legs) Hawley, graduate manager of athletics at West Virginia University, died so suddenly—much, much too young at 53 . . . Russell Arms, of *Your Hit Parade;* Maureen Cannon and Frank Yankovic and his polka band have been set for the next *Duquesne Show Time* musical May 5.

Almost everybody insists on calling Dom Trimarkie, Joe Negri's crack accordionist, Don. But it's D-O-M, a contraction of Dominick . . . Mitch DeWood, Pittsburgh comedian Marty Allen's new night club partner, is a cousin of Danny Thomas. The act's been going great everywhere . . . The George Claire Associates office now books all of the acts on *Rhythm Rendezvous* hosted by Bob Parks . . . The J. Walter Thompson agency kined Carl Ide's Ford telecast of the H-Bomb test and had it sent to 19 markets where Ford has news shows, as an example of fine reporting.

Bob Parks

CHANNELS LISTED IN PROGRAMMING

PITTSBURGH, PA.

2	WDTV	Chamber of Commerce Bldg.
13	WQED	4337 Fifth Ave.
16	WENS	700 Ivory Ave.
53	WKJF-TV	1715 Grandview Ave.

ALTOONA, PA.

10	WFBG-TV	Gable Arcade

JOHNSTOWN, PA.

6	WJAC-TV	329 Main St.
56	WARD-TV	235 Franklin St.

WHEELING, WEST VIRGINIA

7	WTRF-TV	1329 Market St.

STEUBENVILLE, OHIO

9	WSTV-TV	Exchange Realty Bldg.

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HAROLD V. COHEN'S *Observation Post*

The Bobo Olson-Kid Gavilan scrap proves that you just can't see a fight properly on television. From where I sat in my living room, it was a dull scrap. Yet without exception every sportswriter who was at the ringside called it an exciting, slam-bang affair . . . May I tell you why I thought Cathleen Nesbitt was so enormously effective as the down-at-the-heels old lady who wanted to work, even at the age of 66, to keep her independence on the *Philco TV Playhouse* production of Paddy Chayevsky's *The Mother?* Because the only two times I had ever seen Miss Nesbitt on the stage, she played grand dames—in *The Cocktail Party* and *Sabrina Fair*—and this role was such a departure for her I couldn't believe my eyes. Just goes to show a good actress can go anywhere she's sent.

Maybe it's my admiration for the directorial skill of Marc Daniels, whom I used to know around Pittsburgh as Danny Marcus a lot of years ago, that leads me to suspect that the *Soundstage* dramatic half hour on Friday nights has been a lot better since he took over. Or have you noticed it, too? . . . Don't forget the hilarious contribution of Howard Morris, as little Uncle Goopy, in Sid Caesar's memorable lampoon of *This Is Your Life* on *Your Show of Shows* . . . How come there's been so little this season of Rod Steiger, who turned in so many brilliant performances on *TV Playhouse* last year?

Rod Steiger

Loved Groucho Marx's line on *You Bet Your Life* when, after interviewing a contestant, who was a poet, he said: "After this show, for me it's a loaf of bread, a jug of wine and some beautiful, dim-witted beast" . . . Wonder why Arthur Godfrey has never picked up a boy singer to replace Julius LaRosa? He doesn't have anybody on the show now to appeal to the bobby-sox trade, and this may account in part for the sharp dip in his ratings lately . . . Apparently Hoagy Carmichael didn't quite have it for the NBC-TV brass; I see where Eddie Albert will be the head man on *The Saturday Night Revue* this summer when it replaces *Your Show of Shows* on June 12. I must admit that I sort of go along with the NBC-TV brass on this.

To me at any rate, because I'm so crazy about Emmett Kelly, the high spot of Edward R. Murrow's *Person to Person* so far was his interview with the gifted, sad-faced circus clown. The metamorphosis of Kelly, from his own self to his white-chalk image, right before your very eyes, was a wonderful idea . . . There was a time when I actually thought Abbott and Costello were among the funniest men alive. Either my tastes have improved or their talents have diminished . . . Although Danny Thomas is a re-

markably warm personality on *Make Room For Daddy*, you really can't appreciate this man until you see him hold an audience in the palm of his hand for an hour and a half running on a night club floor.

Red Buttons, new format and all, is still hitting on only half of his six cylinders. Maybe Red's working too hard and ought to divide the script up more among his associates. I don't know for sure whether that's the answer either but at least it's worth a try. I hate to see this personable little fellow with so much genuine talent stumbling around the way he does . . . I wish those big network announcers would quit scratching each other's backs the way they do. "And now a message from Jimmy Blaine," Jack Lescoulie will say, and then Jimmy Blaine, before he goes into his pitch, thanks Jack Lescoulie personally for introducing him. What in the world for?

Jack Lescoulie

Put Eartha Kitt on any teevee program, and there better be complete silence in my living room when she's on or else . . . Wanda Hendrix, a good little actress herself, must shake her fist at the fates every time she sees Gale Storm walk to the bank. For it was Wanda who was first offered *My Little Margie* for a summer radio replacement and she turned it down. I must confess I'd probably have gone along with Miss Hendrix; I still can't figure out what *Margie* has that makes so many people like it . . . Have you noticed lately how they've tuned down the misery-laden folks on *Strike It Rich?* I'll bet Warren Hull almost chokes sometimes when he has to keep a straight face at some of the reasons people give for wanting to strike it rich.

We would like to say "amen" to the following observation from the trade paper, *Radio and Television Daily*: ". . . *See It Now* . . . demonstrated a new high in television public service, for, regardless of which side we take in this continuing contest, sponsor Alcoa, CBS-TV and its senior news commentator are indeed to be congratulated for this unprecedented magnanimous act in granting an opportunity to Senator McCarthy for a rebuttal of Murrow's documentary on the junior senator from Wisconsin. By thus doing, TV has more than shown its mettle as a topnotch, proficient information medium, in the high-calibered demonstration of democratic processes to which McCarthy and Murrow are avowed adherents and practitioners."

I had a feeling a year or so ago that by this time Bob Hope would be one of teevee's biggest men, but he's farther away now from being a genuine click than he was then . . . Now if Danny Kaye ever comes to television and doesn't stand the coaxial cable on its head, then I'm going into hiding for an indeterminate term, so help me I will . . . Some of those *Letters to Loretta* recently have been pretty sticky, but Loretta Young by her skillful playing takes much of the onus off them . . . I'll bet Jean Hagen, Danny Thomas' wife in *Make Room For Daddy*, could play the living daylights out of a script on the order of *Our Miss Brooks*.

Thomas & Hagen

Letters to the Editor

—YOU TELL TELEVISION

Correspondence for this department should be addressed to Letters Editor, TV GUIDE, 711 Penn Ave., Pittsburgh 22, Pa.

Behind the Brush

On the WKBN-TV *Grizzly Pete* show, the face of the man (or what you can see of his face) looks like Ted Niemi. Is it he?—*Mrs. Dorothy Hanchurak, New Castle, Pa.*—[*No identification is given Grizzly Pete by the station, but we and many others strongly suspect the man behind the brush is Niemi.—Ed.*]

Bobby on Broadway

Where is Bobby Sherwood who used to appear on *The Milton Berle Show?* Is he still on TV?—*Mrs. Betty Fargo, Clearfield, Pa.*—[*Bobby Sherwood is now the host-emcee of two programs,* Broadway to Hollywood *and* Stars on Parade.—*Ed.*]

Albert on Way Back

What has happened to that wonderful Eddie Albert TV show, *Nothing But the Best?—Kay Goff, McKees Rocks, Pa.*—[Nothing But the Best *left the telewaves several months ago, has not as yet been revived. However, Eddie Albert will be around for his fans again this summer, heading* The Saturday Night Revue, *the replacement for* Your Show of Shows.—*Ed.*]

One for Liberace

Anyone wishing to join a Liberace fan club may write to Penny Becker, 417 N. Zane Highway, Martins Ferry, Ohio.

And One for Charlie

Anyone wishing to join a Charlie Applewhite fan club may write to Sally Tankalavage, 519½ W. Weber Avenue, DuBois, Pa.

Herget's the Name

Please tell me the full name of the male dancer on *Your Hit Parade* whose first name is Bob.—*Judy Marwood, Houston, Pa.*—[*He is Bob Herget, who was born in Crete, Nebraska. Bob's stage experience includes parts in five Broadway musicals and one in Canada, plus two plays in London.—Ed.*]

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TV Programs

For week beginning April 23

FRIDAY MORNING

7:00 ❷ ❻ **Today—Dave Garroway**
Film report on 1st anniversary of return of Wm. Oatis from Iron Curtain country.
❾ **16 Morning Show—Cronkite**
9:00 ❷ **Pastor's Study—Religious**
The Rev. James Robb, Whitaker Methodist Church.
❻ **Film**
❼ ⑩ **16 Breakfast Club—Variety**
Don McNeill returns from his vacation.
❾ **Western Theater—Film**
9:15 ❷ **Fun to Reduce on TV—Exercises**
9:30 ❷ **Woman's Angle—Florence Sando**
❻ **Johns Hopkins Science Review**
"A Trip through Your Heart."
9:45 ❷ **Garry Moore—Musical variety**
10:00 ❷ **Home Edition—Jean Connelly**
Janythe Milligan reviews Ruth McKenny's "Far, Far From Home."
❻ ❼ **53 Ding Dong School**
Dr. Frances Horwich. TV nursery.
❾ **Jack Parr Show—Variety**
Edith Adams, Jose Melis, Richard Hayes.
⑩ **Stars on Parade**
16 UHF—Antenna Installation
10:15 ⑩ **Marge and Jeff—Comedy**
10:30 ❷ **Arthur Godfrey Time—Variety**
❻ ❼ **53 One Man's Family**
Claudia elopes to Reno with Johnny.
⑩ **Western Theater**
10:45 ❻ **Three Steps to Heaven**
Poco makes appointment with Dr. Campbell; Elaine decides Bill is "con" man.
❼ **Kiddie Corner—Harry Holbert**
53 Morning Playhouse—Film
11:00 ❷ **Beauty Spot—Decoration tips**
Adelaide Sachs and Otto Krenn.
❻ **Hawkins Falls—Serial**
❾ **I'll Buy That—Mike Wallace**
Panelists Vanessa Brown, Ernie Kovacs, Albert Morehead and Audrey Meadows.
⑩ **Flynn's Inn—Charles Flynn**

11:15 ❷ **Stars on Parade—Musical**
❻ **Bride and Groom—TV wedding**
❼ **Armchair Repeat—Film**
11:25 ❷ **You Are What You Eat**
11:30 ❷ ❻ **Strike It Rich—Warren Hull**
❾ **Western Theater**
11:45 **53 News—Harrison Eagles**
12:00 ❷ **News at Noon—Bill Burns**
❻ **Valiant Lady—Serial**
Mickey is annoyed with his mother.
⑩ **News**
53 Coffee Club—Ernie Neff
12:15 ❷ ❻ **Love of Life—Serial**
Hal plans to put Meg out of his life.
⑩ **Tunes on 10**
53 Hawkins Falls—Serial
12:30 ❷ ❻ ❾ **Search for Tomorrow**
Hazel threatens Patti with a curse.
❼ **53 Betty White Show—Music**
⑩ **Movie Matinee—Film**
12:45 ❷ ❻ **Guiding Light—Serial**
Kathy makes unexpected decision.
❾ **Noon News—Scott McMurray**
1:00 ❷ **Bill Brant Show—Nancy Fingal**
❻ **Brighter Day—Serial**
Blake's patience comes to an end.
❼ **Kitchen Camera—Recipes**
❾ **Look Ladies—Carolyn Sax**
53 Organ Melodies—Ernie Neff
1:15 ❻ **You Are What You Eat**
1:20 ❻ **Matinee Melodies—Bill Confer**
1:25 ❷ **Weather Vane Cottage**
1:30 ❷ **Kay's Kitchen—Kay Neumann**
Sour Cream Buns.
❻ **Garry Moore—Variety**
Ivan Sanderson; Garry as insurance man.
❼ **Kloss Inn—Music and news**
❾ **Movie Matinee**
⑬ **Exploring Great Outdoors through Reading—"Wild Dog"**
53 P.M. Playhouse
2:00 ❷ **Music Shop—Songs**
❻ **Double or Nothing—Bert Parks**
⑬ **Sunshine School—Story**
"The Wonderful Egg."
2:15 ❷ **Valiant Lady—Serial**
2:30 ❷ **Meet Your Neighbor—Music**
❻ ❾ **House Party—Art Linkletter**
Art leaves for two-week vacation. Guest: Singer Mickey Carroll.
⑩ **Dione Lucas Show—Cooking**
16 Made in U.S.A.
53 Time for Jane Gibson
2:45 ❻ **Movie Quick Quiz—Bill Confer**
❾ **Variety Fare**
(Continued)

3:00 2 6 Big Payoff—Quiz
Bob Kennedy, Fran Keegan.
7 53 Kate Smith—Variety
Andre Eglevsky and Nora Kaye in ballet; Stan Freeman, pianist; Repr. Chet Holifield
9 Movie Matinee
10 56 Paul Dixon Show—Variety
16 Dione Lucas Show—Cooking
3:15 7 Calling All Carrs—Bob and Jan
3:30 2 Paul Dixon Show—Music
6 Kate Smith—Variety
16 Bob Crosby Show—Music
"From the Vine Came the Grape."
3:45 16 Beauty Clinic
4:00 2 6 7 Welcome Travelers
9 16 56 Woman with a Past
Sylvia tries some unethical snooping.
10 Lady from Gables—E. McGirk
53 Action Playhouse—Film
4:15 9 16 56 Secret Storm—Serial
Pauline meets Spike. Haila Stoddard.
4:30 2 6 7 10 On Your Account
9 16 56 Robert Q. Lewis Show
5:00 2 Video Adventures
6 16 Barker Bill's Cartoons
7 53 Pinky Lee—Variety
9 Riders of Purple Sage—Music
10 News Roundup—Charles Flynn
13 Children's Hour—Josie Carey
"Pied Pipers" and "Ein Zwei Drei."
56 Record Rack—Joe Smith
5:15 6 Cartoon Capers
9 Comedies
10 Children's Theater
16 Adventure
5:25 2 Viz Quiz—Quizzie
5:30 2 Musical Sketchpad—M. Wolfson
6 Howdy Doody—Puppets
7 Annie Oakley—Western
9 Circle 9 Western Theater
16 Bandwagon—Joe Deane
53 Mason's Marionettes
5:45 10 City Desk—Charles Nelson
53 Crusader Rabbit—Cartoon
5:50 53 Comedy Time
5:55 10 Civic Calendar—Charles Flynn

DUQUESNE PILSENER
TIME OUT (FISHING) WDTV - 7:30 P. M.
UP TO MINUTE NEWS - WENS - 11:00 P. M.
PROUDLY PRESENTS

EVENING

6:00 2 Buzz 'n' Bill—Musical
Buzz Aston, Bill Hinds, Joe Negri Trio.
6 Music Time
7 Movie Marshal—Bud Schenck
10 Eddie Fisher—Songs
16 Gunsmoke—Western
53 News—Harrison Eagles
56 Cartoon Carnival
6:05 56 Serial Theater
6:10 6 Sports Page—Art Sherman
6:15 6 World News—Ron Rininger
10 Riders of Purple Sage—Music
53 Sports Today—Bill Grimes
6:30 2 News—Carl Ide
Sponsors: Ford Dealers.
6 Film
7 TV Newsroom; Weather Report
9 Sports, Weather
10 Tune Time—Charles Nelson
16 News—Dave Murray
53 Box 53
56 News and Sports
6:45 2 Pitt Parade—Area news
6 Greatest Drama
9 News Pix—Roy Briscoe
10 Sports—Ted Reinhart
16 Sports—Bob Prince
56 Music Time
6:55 2 Sports Editor—Ray Scott
56 Local News
7:00 2 10 56 Captain Video
6 Godfrey's Talent Scouts
Doris Hines, contralto; John Thomas Covelli, concert pianist; Border Jumpers.
7 Yesterday's Newsreel
9 Outdoors Club
Joe Kuhns and Marshall Jacks.
16 Abbie Neal and Ranch Girls
53 Bud Williams & Smiling Buddies
7:15 2 Perry Como—Musical
"Peter Cottontail," "Act of Contrition," "Come Josephine" and "Easter Parade."
7 The Big Playback—Bill Stern
10 16 John Daly News
13 Televisits—Ed Wegener
56 Marge and Jeff—Marge Green
7:30 2 Time Out for Fishing—H. Breth
Sponsor: Duquesne Brewing Co.
6 7 Eddie Fisher—Songs
Guest: Jeanmaire ("Girl in Pink Tights").
9 Sports on Parade

10 Life with the Erwins—Comedy
Stu tries to teach family a lesson.
13 Beyond the News—Wm. A. Wood
16 This Is Pittsburgh—Nick Perry
53 56 Doug Edwards and News
7:40 **16 The Weather—Art Brown**
7:45 **2 EZC Ranch Gals—Western songs**
Wanda Saylor, Dusty Brown, Gay Franzi, Pat Steele play favorite tunes.
6 7 16 News Caravan—Swayze
9 Gadabout Gaddis
53 Organ Time—Ernie Neff
56 Public Prosecutor
8:00 **2 6 MAMA—Peggy Wood**
"Papa and Sersen." Sons of Norway give a citation to Papa. Glenn Burris.
7 MR. & MRS. NORTH—Mystery
"Murder For Sale." Norths help jealous husband prevent murder he had arranged.
9 FEATURE THEATER
10 OZZIE AND HARRIET—Comedy
The Nelsons and John Carradine enact "Hamlet" in their living room.
13 THE CORRIDOR—Drama
16 CISCO KID—Duncan Renaldo
53 HOLLYWOOD HALF-HOUR
56 FRONT PAGE DETECTIVE
8:30 **2 TO BE ANNOUNCED**
6 7 LIFE OF RILEY
"Riley the Heir." Riley learns he has inherited a fortune. Bill Bendix.
10 PLAYHOUSE—Anita Colby
"The Sound of Silence." A girl holds key to villagers' silence.
16 TOPPER—Comedy
"Topper Goes to Las Vegas." Cosmo is suspected of being a big-time gambler.
53 WESTERN ADVENTURE
56 FILM
9:00 **2 LIFE BEGINS AT 80—Panel**
Footlight favorite: Chico Marx.
6 7 BIG STORY—Drama
Reporter Bob Cour sets out to find two employees of a murdered restaurateur.
10 16 PAUL HARTMAN SHOW
Albie rebels at TV's effect on Junior.
56 CAUGHT IN THE ACT
9:30 **2 GOLDEN ROOM—Musical**
Paul Shannon, Gordon Gifford, Inez Manier, Charlie Riley's Orchestra. Guest: Songstress Dolly McVeagh.
6 INNER SANCTUM—Mystery
"Watcher By The Dead." Sponsor: Duquesne Brewing Co.
7 LIBERACE—Piano Music
10 TO BE ANNOUNCED
16 OUR MISS BROOKS—Comedy
Connie rebels at teaching first aid.
53 SOUNDSTAGE—Drama
"The Almighty Dollar." Comic tale of a postman who is caught up in squabbles over his late brother's will. Henry Hull.
56 FEATURE THEATER
10:00 **2 10 CHANCE OF A LIFETIME**
Dennis James' talent showcase.
6 7 CAVALCADE OF SPORTS
Joey Klein vs Jed Black, welterweights. See TV GUIDE fight ratings on P. A-15.
9 MY FRIEND IRMA—Comedy
"Teaching the Boys a Lesson." Irma and Kay make blind dates. Marie Wilson.
16 FOCUS—Drama
53 LEISURE THEATER—Film
10:30 **2 DOWN YOU GO—Bergen Evans**
9 10 16 56 PERSON TO PERSON
Visit with Elizabeth Arden and "Buffalo Bob" Smith of "Howdy Doody."
10:45 **6 THIS WEEK IN SPORTS**
7 SPORTSMAN'S CLUB
11:00 **2 The World Tonight—Bill Burns**
6 Penn Playhouse—Film
"Two Lost Worlds." Laura Elliott and Jim Arness. (Released 1950)
7 News, Weather—Jim Moore
9 Newsbeat—Roy Briscoe
10 Late News
16 News—Ken Hildebrand
Sponsor: Duquesne Brewing Co.
53 Starlite Theater—Film
56 News
11:05 **10 The Late Show—Film**
11:15 **2 Encore Theater—Film**
"Double Barrel Miracle." Lee Bowman and Dore Ashley co-star. (1954)
7 Col. March of Scotland Yard
9 Tri-State Theater
56 Paradise Island
11:30 **56 Film**
11:45 **7 Armchair Theater—Film**
12:15 **6 News**
12:30 **2 Sports Final**
9 Newscap
12:35 **2 All-American Wrestling**

The stations reserve the right to change programs without notice.

8:15 ❷ Circle C Ranch—Western
"Valley of Vengeance."
9:00 ❾ Cowboy Corral
9:15 ❷ Film
9:25 ❻ News Summary
9:30 ❷ Space Patrol—Space serial
"Baccarratti's Ray." Prince Baccarratti returns to plague cadets. Bela Kovacs.
❻ Quizdown
❼ Cartoon Time
10:00 ❷ To Be Announced
❻ Film
❼ Serial Theater
10:30 ❷ Happy's Party—Children
Ida Mae Maher and Happy.
❻ Captain Midnight—Adventure
❼ Action Theater
❾ Art School
❿ To Be Announced
11:00 ❻ Winky Dink and You—Barry
Winky produces talent show. Kiddies draw cuckoo clock.
❾ Hi Skool Hits—Bob Glenn
❿ Space Patrol—Space serial
"Evil Spirits of Great Thunderbird." Buzz and Happy return to own planet in attempt to capture Grota and Zarra.
11:30 ❷ ❿ Tom Corbett, Space Cadet
"Comet of Death." Tom's space ship runs into speeding comet. Frankie Thomas.
❻ Kit Carson—Western
❼ Town and Country—Wes Manley
❾ Rod Brown, Rocket Ranger
"Assignment Danger." Wormser has to be rescued by "kindly" old lady.
12:00 ❷ ❻ Big Top—Circus acts
Allan & Co., Swedish aerialists; Lott & Joe Anders; Danish jugglers; Koko, Bongo & Co., balancers; Three Edward Bros.
❼ Charlie Chase—Comedy
❾ Noontime News
❿ Movie Matinee
12:15 ❾ Rural Scene—J. Marguand
"Cutting Up and Preparing a Chicken."
12:30 ❼ TV College—Educational
❾ Wings—Travel film
53 Saturday Western
1:00 ❷ Lone Ranger—Western
"Million Dollar Wallpaper." Worthless mining stocks make nice wallpaper.
❻ Mr. Wizard—Science
❼ Action Theater
❾ Armed Forces Review
1:30 ❷ Ramar of the Jungle—Jon Hall
"Flower of Doom." Ramar recovers sacred tablet stolen from Shota tribe.
❻ ❾ What in the World?—Quiz
Rainey welcomes Mlle. Gill Faure, French specialist in underwater archeology, and Smithsonian's Matthew W. Stirling.
2:00 ❷ ❻ Film
❾ Adventure Corner—Stories
Children's program. David Griffith.
2:15 ❼ ❿ Baseball
Baltimore Orioles vs Chicago White Sox. (In case of rain: Yankees vs Athletics.)
2:30 ❷ Roy Rogers—Western
"Phantom Rustlers." Serious trouble.
❻ ❾ Drake Relays
Commentary by: Tom Greenwald, Dale Williams. 44th annual relays spotlight Wes Santee of Drake U. and more than 2,000 college athletes in track classic.
53 Saturday Playhouse
3:00 ❷ Original Amateur Hour
Ted Mack gives talent a boost.
56 Film
3:25 16 Tips on Antennas
3:30 ❷ Life with the Erwins—Comedy
Experiences of a school principal.
❻ Kukla, Fran and Ollie—Puppets
53 Youth Parade—Sister Rosalie
3:45 ❾ 16 56 Horse Race
Wood Memorial, Jamaica track, N. Y.
4:00 ❷ Penn Relays—60th Running
9 flat races and 4 field events. Last year's winner of the "Mile," Len Truex, defends against four contenders.
❻ Jackie Gleason Show—Variety
Full hour's "Honeymooners" skit.
53 Saturday Western
4:15 ❾ 16 56 Championship Wrestling

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5:00 2 **Superman—George Reeves**
6 **Red Skelton—Characterizations**
7 **Movie Matinee**
10 **Cisco Kid—Duncan Renaldo**
53 **Range Rider—Western**
Jack Mahoney and Dick Jones.

5:15 9 **Circle 9 Western Theater**
16 **Gunsmoke—Western**
56 **Kiddie Karnival**

5:30 2 **What's My Line?—Panel**
John Daly, mod.; Steve Allen, Arlene Francis, Bennett Cerf, Dorothy Kilgallen.
6 **Beat the Clock—Bud Collyer**
10 **Annie Oakley—Western**
53 **Cartoon Carnival**
56 **Youth Forum—Discussion**
"Youth Views the Washington Scene." Guest: James Reston, Wash. newsman.

EVENING

6:00 2 **Dave Garroway Show**
Guest: Marguerite Piazza sings "All Aboard For Blanket Bay," "Strange Music," "In the Still of the Night."
6 **I've Got a Secret—Garry Moore**
Panelists: Bill Cullen, Henry Morgan, Jayne Meadows, Polly Bergen.
7 **Kloss Inn—Dancing party**
10 **16 Tommy Henrich Sports Show**
Curt Simmons of Philadelphia Phillies.
53 **Polka Jamboree—Musical**

6:15 10 **Musical Shorts**
16 **Film**

6:30 2 **News—Bill Burns**
6 **Dave Garroway Show—Variety**
Same as above.
9 **Sports Scene—Red Donley**
10 **Musical Shorts**
16 **Meet Your Congress—Interview**
56 **News and Sports**

6:45 2 **Gadabout Gaddis—Fishing**
9 **Industry on Parade**
10 **Sports**
56 **Words and Music**

7:00 2 **The Web—Drama**
"Scapegoat." A business man is accused of a crime he didn't commit.
6 **This Is Your Life—Edwards**
Memories from someone's past.
7 **53 Mr. Wizard—Science**
Don explains principles behind inertia and momentum in "Stop and Go."
9 **And the Greatest of These**
10 **Talent Patrol—Arlene Francis**
Talented servicemen perform.
16 **To Be Announced**
56 **Sky King—Kirby Grant**

7:15 9 **Sports on Parade**

7:30 2 **Sports Special—Ray Scott**
6 **Ozzie and Harriet—Comedy**
"Hamlet" acted out. John Carradine.
7 10 **53 Ethel and Albert**
Peg Lynch and Alan Bunce co-star.
9 **Wings—Travel film**
16 **Sky King—Kirby Grant**
Adventures of a pilot-rancher.
56 **Melody Show Time**

7:45 2 **Perfect Pair—Art Pallan**
Sponsors: Pittsburgh Products.

8:00 2 **JACKIE GLEASON SHOW**
6 **PLAYHOUSE OF STARS—Drama**
"Dawn at Damascus." In Arabia, an American oil engineer meets an investor and his beautiful wife. Gene Raymond as Mark; Don Murphy as Paul; Paula Corday as Ellie; Harold Gordon as Hussein.
7 **SPIKE JONES SHOW—Variety**
Geo. Rock, Fred Morgan, Helen Grayco. (Our critic looks at maestro Jones and his City Slickers in next week's TV GUIDE.)
9 **JOHNNY MACK BROWN**
10 **16 ENTERPRISE U.S.A.**
Film of American industry.
53 **SATURDAY THEATER—Film**
56 **WESTERN THEATER—Film**

8:30 6 7 **ORIGINAL AMATEUR HOUR**
10 **16 GREATEST SPORTS THRILLS**
Films. College Basketball: St. John vs Cincinnati; Manhattan C. vs N.Y.U. Track: ICAAAA Indoor Championships. Hockey:

(Continued)

Tonight on TV!

ART PALLAN
presents
THE PERFECT PAIR
7:45 P.M.
WDTV — CHANNEL 2

WIN A CROSLEY TV SET!
A BENDIX WASHER OR DRYER!

N. Y. Rangers vs Montreal Canadians. Boxing: Robert Villemain vs Danny Nardico; N. Y. City Golden Gloves Finals.

9:00 ❷ I LED THREE LIVES—Spy story
Richard Carlson as F.B.I. spy.

❻ I MARRIED JOAN—Comedy
Girls plan masquerade but husbands will not wear costumes. Joan Davis.

❼ MR. DISTRICT ATTORNEY
❾ TWO FOR THE MONEY
Herb Shriner and Dr. Mason Gross.

⑩ 16 PHILLIES SAT. NIGHT FIGHTS
Carlos Chavez vs Tony DeMarco, Boston. See TV GUIDE fight ratings on P. A-15.

53 SHOW OF SHOWS—Variety
Hostess: Pat Crowley; Sid, Imogene, Arthur Lee Simpkins, Hamilton Trio, Linn and Alexander, Harrison & Holloway, Jack Russell, Carl Reiner, Howard Morris.

56 FEATURE THEATER

9:30 ❷ DRAGNET—Jack Webb
Hit-and-run case appears phoney.

❻ ❼ SHOW OF SHOWS
❾ HOLIDAY IN PARIS

9:45 ⑩ 16 FIGHT TALK—Bob Cooke
Guest: Murray Goodman of I.B.C.

10:00 ❷ ⑩ COLONEL FLACK—Comedy
"Gambling Fever." Crooked poker player is apprehended by the Colonel. Alan Mowbray, Frank Jenks.

❼ BADGE 714—Jack Webb
❾ 56 THAT'S MY BOY
Jack tries to influence Junior in "Boy's Day" elections. Eddie Mayehoff.

16 WRESTLING—Hollywood

10:30 ❷ ❻ ⑩ HIT PARADE
Dorothy Collins, Snooky Lanson, Giselle MacKenzie, Russell Arms. Extras: "The Girl Friend" and "Begin the Beguine."

Thru April 24th
JANIK & ARNOUT — Snake Dancers
featured on Abbott & Costello TV Show
Next week
Bill Farrell
LENNY LITMAN'S
COPA

❼ AMATEUR SPOTLIGHT
Judy Lawton emcees talent show.

❾ 53 56 WRESTLING—Chicago
Dutch Hefner vs Yukon Eric.

11:00 ❷ VARIETY CLUB TELETHON

Dennis James

Perry Como

Benefit for Roselia Foundling Home. Guests include Perry Como, Fontane Sisters, Mitchell Ayers' Orchestra, Al Hodge, Don Hastings, Dennis James, The Three Suns, local stars and night club acts. Until 3:00, Sunday afternoon.

❻ Stage "S"—Film
"Whistling Room." Alan Napier.

❼ News and Weather
⑩ 53 56 Sports—Brickhouse
16 News—Dorothy Fuldheim
"The Week and the World." Sponsor: Duquesne Brewing Co.

11:05 ❼ Armchair Theater
11:15 16 Jamboree—Musical
11:20 ⑩ 53 56 Wrestling
11:30 ❻ Place the Face—Bill Cullen
❾ Tri-State Theater
"Slightly Honorable." Broderick Crawford, Pat O'Brien, Edward Arnold.

12:00 ❻ Wrestling—Film
12:30 ❾ Newscap
1:00 ❻ News

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All time indicated for programs is Daylight Saving Time. If your community is on Standard Time, programs will be seen one hour earlier.

9:55 ❷ Variety Club Telethon
Continues to 3:00 p.m.
❻ News Summary

10:00 ❻ ❾ Lamp unto My Feet
"The Brink." Two men accidentally destroy their precious invention in a violent argument over what to do with the wealth it promises for them.

10:30 ❻ ❾ Look Up and Live
Joan Roberts, of original company of "Oklahoma!," is Father Roll's guest.

11:00 ❻ This Is the Life—Religious
❼ Big Picture
❾ Variety Fare

11:30 ❻ What's Your Trouble?
❼ Industry on Parade

11:45 ❻ Industry on Parade
❼ In Public Interest
❾ Back to God

12:00 ❻ Back to God—Religious
❼ Action Theater
❾ What's Your Trouble?
❿ This Is the Life
53 Sunday Best—Film

12:15 ❻ The Christophers
Father Keller discusses "Courage."
❾ Back To God

12:30 ❻ Contest Carnival—Circus variety
❾ Movie Matinee
❿ Faith for Today—Religious
Rev. Fagal helps distraught mother.

1:00 ❻ Hour of Decision—Billy Graham
❼ 53 Youth Wants to Know
Guest: Carmen De Sapio, N. Y. Dem., Tammany Hall leader, "'54 Elections."
❿ Answers for Americans
Hardy Burt, mod., John Norton, Devin Garrity, Dr. Charles Hodges and guest.
56 Polka Orchestra

1:15 ❻ Heaven Speaks—E. Lowell Martin
Explanation of the Holy Scriptures.

1:30 ❻ ❼ Catholic Hour
"Why I Am a Catholic." Rev. James Finley and Rev. John Reynolds.
❿ Life of Triumph
53 Federal Business
56 Air Trip

1:45 ❾ Bible Puppet Series
53 In Public Interest

2:00 ❻ Studio One—Drama
"A Handful of Diamonds." Biographical drama of famous Mrs. Frank Leslie. Patricia Neal as Miriam; Lorne Green as Frank; Paula Dehelly as Marie; William Harrigan as Hansen.
❼ 53 "230,000 Will Die"
Documentary of the seven danger signals of cancer. Dr. Chas. Cameron, medical and scientific director of American Cancer Society, narrates. Cured cancer patients will appear.
❾ Neapolitan Serenade—De Lucia
❿ Movie Matinee
56 Silver Creek Ramblers

2:30 ❼ Sunday Theater
53 Half-Hour Theater
56 Back to God—Religious

2:40 16 Tips on Antennas

2:45 56 One Foundation—Religious

3:00 ❷ Robert Montgomery—Drama
" The Pale Blonde of Sand Street." Fantasy about a sailor and a girl. Joan Lorring as Katy; Jeff Harris as Johnny; Philippa Bevans as Mrs. O'Geoghan; Billy Halop as Circus.
❻ Toast of the Town—Ed Sullivan
Eddie Albert narrates adaptation of "One God" with cast of 60 and Columbia University Teachers College Chorus; Sam Snead; Margo (Albert's wife); Marquis' Chimpanzees; Notre Dame Glee Club.
❾ Half-Hour Theater
16 Faith for Today—Rev. Fagal
53 Sunday Playhouse
56 Facts Forum—Film

3:30 ❼ Right to Differ—D. Arden White
Weir High School students discuss "Capital Punishment Should be Abolished."
❾ Fearless Fosdick
❿ 16 Elmer Davis—News
53 Sunday Playhouse
56 To Be Announced

3:45 ❿ 16 At Issue—Martin Agronsky
Discussion: McCarthy-Army investigation. Guest: Sen. Henry Jackson.

4:00 ❷ Red Skelton—Comedy
❻ Loretta Young—Drama
"Forest Ranger." Woman tries to reason with vengeful killer. Christopher Dark.

(Continued)

❼ 53 **American Forum of Air**
Sens. Karl Mundt and John McClellan discuss "Are Investigating Committees Necessary?" Theodore Granik, moderator.
❾ **Man of the Week**
Guest: Senator Mansfield (D.Mont.), expert on Indo-China affairs.
⑩ 16 **Roller Derby—Skating**
Chicago Westerners vs N. Y. Chiefs.
56 **Rep. H. G. Andrews—Report**
4:15 56 **Meandering with Mal**
4:30 ❷ ❻ **Zoo Parade—Marlin Perkins**
Ling Wong, orangutan, stars in the story of animals that live in trees.
❼ **Children's TV Chapel**
❾ 56 **Youth Takes a Stand**
Jim McKay moderates student forum.
53 **Twin Tower Chapel**
4:45 53 **Report from Washington**
Congressman Robert Corbett speaks.
5:00 ❷ **Paul Winchell Show**
❻ ❼ 53 **Hall of Fame—Drama**
"The Marquis De Lafayette." Episodes from life of the French statesman and general who aided cause of the American Revolution.
❾ 56 **Adventure—Documentary**
Oliver La Farge talks of Hopi Indians; religion a focal point in Hopi life.
⑩ **Sunday Playhouse**
16 **Super Circus—Variety**
Acts: Rolla Rolla Board; Super Menagerie; Foot-juggler; Chimpanzee; Clown Skit; High Aerial.
5:30 ❷ **Annie Oakley—Gail Davis**
"Annie Meets Some Tenderfeet."
❻ 53 **Kukla, Fran and Ollie**
Excitement over new program time; Ollie wants to wear evening dress.
❼ **To Be Announced**

EVENING

6:00 ❷ **Wilkens Amateur Hour—Al Nobel**
Talent competition for viewers' votes.
❻ **Meet the Press—Interviews**
Gov. G. Mennen Mitchell, Mich., guest.
❼ **Piano Gallery**
❾ 56 **The American Week**
Eric Sevareid's analysis of week's news.
⑩ **What's Your Trouble?**
16 **Life with Father—Comedy**
Father objects to holiday fuss.
53 **News Review—Ralph Wiethorn**
6:15 ❼ **News—Jim Moore**
⑩ **Night Editor—Hal Burdick**
"Rattlesnake Reward." Crook orders doctor to treat him for snakebite.
53 **The Rosary—Father Paul Lackner**
6:30 ❻ **You Are There—History**
"Evacuation of Corregidor," May 6, 1942.
❼ **Regal Theater**
❾ **Facts Forum—Discussion**
⑩ **Roy Rogers—Western**
"Phantom Rustlers." Serious trouble.
16 **United Zionist Program**
Celebration of 6th anniversary of the State of Israel.
53 **Jackson and Jill**
56 **Meet Your Congress—Interview**
7:00 ❷ **Death Valley Days—Drama**
"Husband Pro-Tem." Indian disputes temporarily halt westward push of railroad. Jack Mahoney as Andy Prentiss; Gloria Marshall as Evelyn Phelps; Howard Negley as Alonzo Phelps; Lane Bradford as Blackhawk; John Veitch as Dexter Otis.
❻ ❼ **Paul Winchell Show**
Guests: Blackburn Twins, Evelyn Ward.
❾ **Life with Father—Leon Ames**
Father Day prepares for burglars.
⑩ 16 **You Asked for It—Baker**
Comic bullfighter; Schoolroom of 1900; Diving horse; The Flying Marilees.
53 **Local News—Jim Shannon**
56 **Author Meets Critics**
"The Execution of Pvt. Slovik."
7:15 53 **The Pastor—Religious**
7:30 ❷ ❻ **I Love Lucy—Comedy**
"Black Wig." Ricky refuses to allow Lucy to get Italian haircut.
❼ **Playhouse—Anita Colby**
❾ 56 **Private Secretary**
Susie plays nursemaid to her boss.
⑩ **Paul Winchell Show**
16 **It's About Time—Panel**
Dr. Bergen Evans, mod., Fran Allison, Robert Pollak, Sherl Stern, guests.
53 **Mr. Peepers—Wally Cox**
Peepers buys engagement ring. ("In the Cast" subject next week is Wally Cox's pal, Tony Randall.)
8:00 ❷ ❻ ❼ **COMEDY HOUR**
Skating Star Donna (Mrs. John Harris) Atwood is featured in capsule view of "Ice Capades of 1954." Comedian Herb Shriner is special guest.
❾ **WRESTLING**

10 16 THE MASK
"Royal Revenge". Guilfoyles try to prevent murder George Macready, Hildy Parks, Pat Breslin and Frances Williams.
53 SPOTLIGHT THEATER—Film
56 FEATURE THEATER

9:00 2 10 ROCKY KING, ROSCOE KARNS—Mystery
Wealthy dowager is poisoned.
6 7 53 TV PLAYHOUSE
"Old Tasselfoot." A young apprentice returns to the village blacksmith with new ideas on business techniques. E. G. Marshall as the blacksmith; Jack Mullaney as Buddy; Sada Thompson as Mrs. Folsom; Kevin Coughlin as Byron Folsom; Ed Prentiss as the mayor.
9 56 BING CROSBY—Musical
Bing and guests Joanne Gilbert and the Wacky Wiere Bros.; Buddy Cole accompanies Bing at the piano.
16 WALTER WINCHELL—News

9:15 16 JO STAFFORD SHOW—Musical

9:30 2 PLAINCLOTHES MAN—Mystery
Gardener for aristocratic family is found dead, apparently the victim of an auto accident. Ken Lynch.
9 INTO THE NIGHT—Drama
10 DR. I.Q.—James McClain
16 FRED WARING—Musical
Spiritual songs and biblical narration.
56 HOLLYWOOD HALF-HOUR

10:00 2 ORIENT EXPRESS—Drama
"Portrait of a Lady." A portrait almost wrecks the lives of a young couple. Peter Walker, Colette Marchand.
6 THE WEB—Drama
"Snow." Three men with violently conflicting interests are trapped in an isolated cabin during an Alaskan blizzard.
7 LORETTA YOUNG—Drama
"The Enchanted Schoolteacher." Motherless boy's problems. Earl Roby.
9 FEATURE THEATER
10 16 BREAK THE BANK—B. Parks
53 STARLITE THEATER
56 CLERGYMEN'S STUDY

10:30 2 MEET MILLIE—Comedy
Elena Verdugo and Marvin Kaplan.
6 FORD THEATER—Drama
"Wedding March." Arlene Dahl, Larry Parks, James Craig. Circumstances help a girl decide which man she will marry.
7 BREAK THE BANK—Bert Parks
10 TELEVISION THEATER—Film
"She's in the Army." Marie Wilson. (1942)
16 GREATEST DRAMA
"Ace of Aces." Eddie Rickenbacker.
56 YOU AND YOUR ATTORNEY

10:45 16 GOLDEN TRIANGLE THEATER
"Samura." Paul Fung, Fred Bond.
56 RAMBLING SLIM LINT

11:00 2 Drew Pearson Reports News
6 Lullaby Theater—Film
"Rhythm in the Clouds." Patricia Ellis, Warren Hull. (1937)
7 Armchair Theater—Film
9 Sunday News Special
56 News

11:15 2 Double Feature—O'Henry tales
9 Tri-State Theater—Film
56 Film

11:30 2 Sunday Nite News—Carl Ide

11:35 2 Theater—Film
"Dangerous Passage." Robert Lowery, Phyliss Brooks, Jack LaRue. (1944)

11:45 10 Late News

12:00 6 Big Picture—Documentary

12:15 9 The Pastor—Religious

12:30 6 News
9 Newscap

Check TV Listings Daily In . . .

TV GUIDE

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This week the Army-McCarthy hearings will preempt certain programs.

7:00 ❷ ❻ **Today—Dave Garroway**
Al Capp is featured with Dave; preview of Geneva Conference.
❾ **16 Morning Show**
Guest: Ivan Sanderson.
9:00 ❷ **Pastor's Study—Religious**
The Rev. William B. McAlpin, Waverly Presbyterian Church, Wilkinsburg.
❻ **Film**
❼ ❿ **16 Breakfast Club**
❾ **Western Theater—Film**
9:15 ❷ **Fun to Reduce on TV—Exercises**
9:30 ❷ **Woman's Angle—Florence Sando**
❻ **Faith for Today—Rev. Fagal**
9:45 ❷ **Garry Moore—Variety**
10:00 ❷ **Home Edition—Ladies' show**
❻ ❼ **53 Ding Dong School**
❾ **Anything Goes**
❿ **Stars on Parade**
16 UHF—Antenna Installation
10:15 ❿ **Marge and Jeff—Comedy**

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10:30 ❷ **Arthur Godfrey Time**
Arthur and the Little Godfreys.
❻ ❼ **53 One Man's Family**
Paul comes home from the hospital.
❿ **Western Theater**
10:45 ❻ **Three Steps to Heaven—Serial**
Elaine receives a shock from Bill.
❼ **Kiddie Corner—Harry Holbert**
53 Morning Playhouse
11:00 ❻ **Hawkins Falls—Serial**
This week: Coreys try to get son back.
❿ **Flynn's Inn—Charles Flynn**
11:15 ❷ **Stars on Parade—Musical**
❻ **Bride and Groom—Wedding**
❼ **Armchair Repeat—Film**
11:25 ❷ **You Are What You Eat**
11:30 ❷ ❻ **Strike It Rich—Warren Hull**
11:45 **53 News—Harrison Eagles**
12:00 ❷ **News at Noon—Hank Stohl**
❻ **Valiant Lady—Serial**
Someone enters the Emerson household.
❿ **News**
53 Coffee Club—Ernie Neff
12:15 ❷ ❻ **Love of Life—Serial**
Meg tries to stop Hal from seeing Van.
❿ **Tunes on 10**
53 Hawkins Falls—Serial
Dr. Corey plans an operation.
12:30 ❷ ❻ ❾ **Search for Tomorrow**
Jo warns Hazel to leave Patti alone.
❼ **53 Betty White Show—Variety**
❿ **Movie Matinee**
12:45 ❷ ❻ **Guiding Light—Serial**
Dick is stunned by turn of events.
❾ **Noon News—Scott McMurray**
1:00 ❷ **Bill Brant Show—Nancy Fingal**
❻ **Brighter Day—Serial**
Blake decides to reveal the truth.
❼ **Kitchen Camera—Recipes**
Lee Smith and Esther Samuel.
❾ **Look Ladies—Carolyn Sax**
53 Organ Melodies—Ernie Neff
1:15 ❻ **You Are What You Eat**
1:20 ❻ **Matinee Melodies—Rod Wolf**
1:25 ❷ **Weather Vane Cottage**
Barbara Louis is the forecaster.
1:30 ❷ **Kay's Kitchen—Kay Neumann**
❻ **Garry Moore—Variety**
Denise and Ken sing "Blue Moon."
❼ **Kloss Inn—Music and news**
❾ **Matinee Movie**
⓭ **Building Young Citizens**
"Development of Civic Responsibility Among Jr. High School Students."

53 P.M. Playhouse—Film
2:00 ❷ Music Shop—Songs
Bob Caldwell and Johnny Costa.
❻ Double or Nothing—Bert Parks
⑬ How to Find and Apply for Job
2:15 ❷ Valiant Lady—Serial
Margo pays Bill a visit. Marc Cramer.
2:30 ❷ Meet Your Neighbor—Quiz
Joe Mann, Elaine Beverly, Johnny Costa.
❻ ❾ House Party
Jack Slattery subs for vacationing Art. Guest: Hollywood's Sheilah Graham.
53 Time for Jane Gibson—Ladies
2:45 ❻ Movie Quick Quiz—Rod Wolf
❾ Comedies
3:00 ❷ ❻ Big Payoff—Randy Merriman
This week's guests: Engaged couples.
❼ 53 Kate Smith—Variety
International forum; America sings.
❾ Showtime Ohio
⑩ 56 Paul Dixon Show
3:15 ❼ Calling All Carrs—Bob and Jan
16 Garry Moore—Variety
Durward Kirby and Denise Lor.
3:30 ❷ Paul Dixon Show—Disc jockey
❻ Kate Smith—Variety
❾ 16 56 Bob Crosby Show
"A Girl, a Girl," "Among My Souvenirs."
4:00 ❷ House Party—Art Linkletter
❻ ❼ Welcome Travelers
❾ 16 56 Woman with a Past
Sylvia lines up divorce detective.
⑩ Time for Music
53 Action Playhouse—Film
4:15 ❾ 16 56 Secret Storm—Serial
Pauline tries to change Margo's mind.
4:30 ❷ Candid Camera—Allen Funt
❻ ❼ ⑩ On Your Account
❾ 16 56 Robert Q. Lewis Show
5:00 ❷ Video Adventures—Western
❻ Superman—George Reeves
❼ 53 Pinky Lee—Variety
Barbara Luke and Jimmy Brown.
❾ Riders of Purple Sage—Music
⑩ News—Charles Flynn
⑬ Children's Hour—Josie Carey
"It's a Small World," "Act-a-Story."
16 Film
56 Record Rack
5:15 ❾ Comedies
⑩ Children's Theater
16 Adventure
5:30 ❷ Wild Bill Hickok—Western
❻ ❼ Howdy Doody—Puppets
❾ Circle 9 Western Theater

(Continued)

TV Sports GUIDE

MONDAY

Friday, April 23

CAVALCADE OF SPORTS: 10 p.m. ❻ ❼ **73,** Jed Black vs Joey Klein, welterweights, 10-rds. TV GUIDE RATINGS:

	Rated	W	L	D	KO's
Black	13	29	1	2	14
Klein	14	23	7	6	3

WRESTLING: 12:35 (after midnight) on ❷.

Saturday, April 24

BASEBALL: 2:15 p.m. ❼ ⑩, Baltimore-Chicago
DRAKE RELAYS: 2:30 p.m. ❻ ❾.
WRESTLING: 3 p.m. **73.**
HORSE RACING: 3:45 p.m. ❾ **16 56.**
PENN RELAYS: 4:00 p.m. ❷
CHAMPIONSHIP WRESTLING: 4:15 p.m. ❾ **16 56,** Billy Varga vs Lord Blears.
FEATURE BOXING: 4:30 p.m. **27.**
PHILLIES SAT. NIGHT FIGHTS: 9 p.m. ⑩ **16,** Tony DeMarco vs Carlos Chavez, welterweights, 10-rds. TV GUIDE RATINGS:

	Rated	W	L	D	KO's
DeMarco	15	33	5	0	20
Chavez	Not	71	23	9	20

WRESTLING: 10 p.m. **16,** 10:30 p.m. ❾ **27 53 56,** and 12 midnight on ❻.

Monday, April 26

EASTERN PARKWAY FIGHTS: 9:30 p.m. ⑩ **56,** and 10 p.m. **53,** Tommy "Hurricane" Jackson vs Jimmy Slade, N. Y. Heavyweight Championship, 10-rds. TV GUIDE RATINGS:

	Rated	W	L	D	KO's
Jackson	4	15	1	1	6
Slade	3(L-Hvy)	20	9	4	5

A win for "Hurricane" gives him showdown with Valdes.
MAIN EVENT WRESTLING: 11:30 p.m. ❻.

Wednesday, April 28

WRESTLING FROM RAINBO: 9:30 p.m. ⑩, 10 p.m. **16,** 11:15 p.m. ❼ **27,** (Griffin).
PRO BOXING: 10 p.m. ❷ ❻ **27,** Ralph Dupas vs Dennis Pat Brady, lightweights, 10-rds. TV GUIDE RATINGS:

	Rated	W	L	D	KO's
Dupas	5	45	5	4	9
Brady	Not	71	17	4	32

Dupas needs win for added prestige.

Thursday, April 29

WRESTLING: 10 p.m. **53 56.**

16 Bandwagon—Joe Deane
53 Mason's Marionettes
5:45 ⑩ City Desk—Charles Nelson
53 Crusader Rabbit
5:50 53 Comedy Time
5:55 ⑩ Civic Calendar—Charles Flynn

EVENING

6:00 ❷ Buzz 'n' Bill—Musical
Bill Hinds, Buzz Aston and Joe Negri Trio.
❻ Music Time
❼ Movie Marshal—Bud Schenck
⑩ Musical Short
16 Gunsmoke—Western
53 News—Harrison Eagles
56 Cartoon Carnival
6:05 56 Serial Theater—Film
6:10 ❻ Sports Page—Art Sherman
6:15 ❻ World News—Ron Rininger
⑩ Riders of Purple Sage—Music
Foy Willing, Al Sloey, Bill Alexander.
53 Sports Today—Bill Grimes
6:25 ❷ Viz Quiz—Quizzie
6:30 ❷ News—Carl Ide
Sponsor: Ford Dealers.
❻ Mr. Peepers—Wally Cox
Peepers asks Mr. Bascomb for raise.
❼ TV Newsroom; Weather
❾ Sports, Weather
⑩ Tune Time—Charles Nelson
56 News and Sports
6:45 ❷ Pitt Parade—Local news events
❾ News Pix—Roy Briscoe
⑩ Sports—Ted Reinhart
16 Sports—Bob Prince
56 Music Time
6:55 ❷ Sports Editor—Ray Scott
56 Local News
7:00 ❷ ⑩ 56 Captain Video

CARL IDE
and THE NEWS
Mon. thru Fri.—6:30 P.M.
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PRESENTED BY YOUR FORD DEALER

This week: Space pirates try to pass off accomplice as missing boy.
❻ Theater—"The Critic."
❼ Abbott and Costello—Comedy
❾ King's Crossroads
16 Abbie Neal and Ranch Girls
7:15 ❷ Perry Como—Songs
Guest: Don Cherry. "I'm Through with Love" "Answer Me My Love."
⑩ 16 John Daly News
⑬ Televisits—Ed Wegener
56 Marge and Jeff—Comedy
7:30 ❷ Time Out for Hobbies
Sponsor: Duquesne Brewing Co.
❻ Jane Froman Show—Songs
"It's a Lovely Day To-day," "Secret Love."
❼ Tony Martin Show [DEBUT]
Tony sings "Here," "Secret Love," "Rainy Day." Hal Borne's orchestra.
❾ Gene Autry—Western
⑩ Western Theater
⑬ Shop Talk—"Work Bench Top"
16 This Is Pittsburgh—Nick Perry
53 56 Doug Edwards and News
7:40 16 The Weather—Art Brown
7:45 ❷ EZC Ranch Gals—Music
❻ ❼ 16 News Caravan
53 Organ Time—Ernie Neff
56 Rhythm Queens
8:00 ❷ ⑩ DOLLAR A SECOND
Jan Murray is emcee.
❻ ❼ NAME THAT TUNE—Songs
Red Benson and Vicki Mills.
❾ 56 BURNS AND ALLEN
Gracie creates marital problem.
⑬ YOU—THE ARTIST
Art hobbies. Ralph Hickman.
16 JAMIE—Brandon de Wilde
"Bicycle Built for Jamie." Jamie sharpens knives to earn money for bicycle.
16 News—Dave Murray
53 Adventure Theater—Film
53 STREAMLINERS
8:30 ❷ ❻ ❼ CONCERT—Barlow
Soloist: Mimi Benzell. Program: "Comin' Thru the Rye;" "Saper Vorreste;" "Be-

DUQUESNE PILSENER
TIME OUT (HOBBIES) WDTV - 7:30 P. M.
UP TO THE MINUTE NEWS - WENS - 11:00 P. M.
PROUDLY PRESENTS

yond the Sea;" "El Relicario;" "Donkey Serenade" (by chorus).

❾ **STAGE 9—Drama**
"Girl in the Park." Joan Caulfield, Herbert Marshall. Man becomes bewildered suitor instead of a curious scientist.

⓾ **WHO'S THE BOSS?—W. Kiernan**
Richard Kollmar, Sylvia Lyons, Peggy McCay try to guess noted bosses.

16 **GODFREY'S TALENT SCOUTS**
Arthur gives young talent a break.

56 **JACKSON AND JILL—Comedy**

8:45 53 **PUBLIC PROSECUTOR**

9:00 ❷ **SLIM BRYANT—Music**

❻ **MR. AND MRS. NORTH**
"Murder For Sale." Pam and Jerry deal with dangerous killers to help a jealous husband. Barbara Britton.

❼ 53 **DENNIS DAY—Comedy**
Ann Blyth, Dennis' brother's wife, asks Dennis to help her plan surprise. Dr. James McNulty also pays visit.

❾ **CROWN THEATER—Drama**
"Choice of Weapons." Gloria Swanson.

⓾ **WATERFRONT—Preston Foster**
"Tug O' War." Rivalry for new tug boat business causes crisis between the Cheryl Ann and Isabel.

16 **OZZIE AND HARRIET—Comedy**
Ozzie decides to remedy Ricky's tardiness.

56 **LIBERACE—Piano music**

9:30 ❷ **BURNS AND ALLEN**
Gracie creates marital problem.

❻ **ROBERT MONTGOMERY—Drama**
"Love Story." An unattractive wife faces a difficult situation when her blind husband, who believes she's beautiful, has a chance to regain his eyesight. Geraldine Fitzgerald as Fran; John Newland as Craig; Carole Mathews as Clarice; Frederic Worlock as the Doctor.

❼ **CITY DETECTIVE—Rod Cameron**

❾ **RED BUTTONS—Comedy**

⓾ 56 **EASTERN PARKWAY FIGHTS**
Tom Jackson, vs Jimmy Slade, heavyweights, for N. Y. State championship. See TV GUIDE fight ratings on P. A-15.

16 **PEPSI-COLA PLAYHOUSE**
"The Sound of Silence." An artist gets into trouble when investigating a strange silence. Carl Benton Reid as Fulton Ramsey; Sally Brophy as Laura; Jack Kelly as Brandon Wells. Sponsor: Pepsi-Cola.

53 **ON THE AISLE**

10:00 ❷ ❾ **STUDIO ONE—Drama**
"Romney." After sudden death of his older brother, a nine-year-old rejects his father's love. Laurence Hugo as Joe; Howard St. John as Mr. Steen; Barbara O'Neil as Margaret; Oliver Andes as Harry; John Marriott as Wick.

❼ **I'M THE LAW—George Raft**

16 **MASQUERADE PARTY**

53 **EASTERN PARKWAY FIGHTS**

10:30 ❻ **WHO SAID THAT?—Quote quiz**
Gene and June Lockhart, Morey Amsterdam, H. V. Kaltenborn, Walter Kiernan.

❼ **I LED THREE LIVES—Spy story**
Richard Carlson works for FBI.

16 **ALL-STAR THEATER—Drama**
"Double Exposure."

56 **FILM**

11:00 ❷ **The World Tonight—Ray Scott**

❻ **Mr. District Attorney**
David Brian stars as crime smasher.

❼ **News, Weather—Moore, Taylor**

❾ **Old Dutch Revue**

⓾ **Late News**

16 **News—Ken Hildebrand**
Sponsor: Duquesne Brewing Co.

53 **Starlite Theater—Film**

56 **News**

11:05 ⓾ **The Late Show—Film**

11:15 ❷ **Theater—"Unknown Guest"**
Victor Jory, Pamela Blake. (1943)

❼ **Armchair Theater—Film**

56 **Penn Playhouse—Film**

11:30 ❻ **Main Event Wrestling**

11:55 ⓾ **News**

12:00 ❾ **Newscap**

12:30 ❷ **Sports Roundup—Bob Lloyd**

❻ **News**

12:35 ❷ **Madison Square Garden**
Basketball: Harlem Globetrotters. Hockey: N. Y. vs Montreal. Boxing: Willie Pep vs Lulu Perez. Wrestling: Antonino Rocca vs Verne Gagne. Tennis: Pancho Gonzales vs Pancho Segura. Rodeo.

ANITA COLBY presents
Pepsi-Cola Playhouse
"The Sound of Silence"
9:30 Tonite — WENS

7:00 ❷ ❻ **Today—News, Weather**
Dave salutes lobster industry.
❾ 16 **Morning Show—News**
Walter Cronkite, Charles Collingwood.
9:00 ❷ **Pastor's Study—Religious**
Rev. William B. McAlpin, Wilkinsburg.
❻ **Film**
❼ ⑩ 16 **Breakfast Club**
❾ **Western Theater—Film**
9:15 ❷ **Fun to Reduce on TV—Exercises**
9:30 ❷ **Woman's Angle—Florence Sando**
9:45 ❷ **Garry Moore—Denise Lor**
10:00 ❷ **Home Edition—Jean Connelly**
❻ ❼ 53 **Ding Dong School**
❾ **Anything Goes**
⑩ **Stars on Parade**
16 **UHF—Antenna Installation**
10:15 ⑩ **Marge and Jeff—Comedy**
10:30 ❷ **Arthur Godfrey Time—Variety**
❻ ❼ 53 **One Man's Family**
Claudia and Johnny honeymoon in Reno.
⑩ **Western Theater**
10:45 ❻ **Three Steps to Heaven**
Poco and Bill console each other.
❼ **Kiddie Corner—Harry Holbert**
53 **Morning Playhouse**
11:00 ❻ **Hawkins Falls—Serial**
⑩ **Flynn's Inn—Charles Flynn**
11:15 ❷ **Stars on Parade—Musical**
❻ **Bride and Groom—TV wedding**
❼ **Armchair Repeat—Film**
11:30 ❷ **Pittsburgh Public Schools**
Guidance—"Your Child and His Adjustment." O. J. Schwarm, Clara Colteryahn, Dr. Mary Molyneaux, Alma Thompson, Charles Sparks, Mrs. Dorothy Councilor.
❻ **Strike It Rich—Heartline**

Vogue TERRACE
Crooked Run Road, McKeesport—¼ mi. off Lincoln Highway
April 17 thru 24
GUY MITCHELL
Coming
April 26 to May 1
ETHEL SMITH
World Famous Organist
We cater to parties and banquets of 10 to 1000

11:45 53 **News—Harrison Eagles**
12:00 ❷ **News at Noon—Hank Stohl**
❻ **Valiant Lady—Serial**
Mickey is blinded by infatuation.
⑩ **News**
53 **Bride and Groom—Phil Hanna**
12:15 ❷ ❻ **Love of Life—Serial**
Kevin tries blackmail to escape draft.
⑩ **Tunes on 10**
53 **Hawkins Falls—Serial**
12:30 ❷ ❻ ❾ **Search for Tomorrow**
Marge tells Jo she must leave Henderson with Patti. Melba Rae, Mary Stuart.
❼ 53 **Betty White Show**
⑩ **Movie Matinee**
12:45 ❷ ❻ **Guiding Light—Serial**
Kathy's annulment comes through.
❾ **Noon News—Scott McMurray**
1:00 ❷ **Let's Visit—Harold V. Cohen**
❻ **Brighter Day—Serial**
Althea's hope comes to an end.
❼ **Kitchen Camera—Cooking**
❾ **Look Ladies—Carolyn Sax**
53 **Organ Melodies—Ernie Neff**
1:15 ❷ **Stars on Parade—Musical**
❻ **Matinee Melodies—Rod Wolf**
1:25 ❷ **Weather Vane Cottage—Louis**
1:30 ❷ **Kay's Kitchen—Kay Neumann**
Lindy's Strawberry Cheese Cake.
❻ **Garry Moore—Variety**
Guests: Ross & West, comedians.
❼ **Kloss Inn—Music and news**
❾ **Movie Matinee**
⑬ **Community Life Project**
53 **P.M. Playhouse—Film**
2:00 ❷ **Garry Moore—Variety**
⑬ **Elements of Design—"Figures"**
56 **Liberace—Music**
2:15 ❷ **Valiant Lady—Serial**
Margo wants to know why Bill left Helen's
❻ **Men Toward the Light**
Foundation for the Blind film.
2:30 ❷ **Meet Your Neighbor—Prizes**
Joe, Elaine and Johnny entertain.
❻ **House Party—Jack Slattery**
"Strongest Baby in the World."
❾ **Variety Fare**
⑬ **Parents—Dr. Benjamin Spock**
16 **Talent Patrol—Arlene Francis**
53 **Time for Jane Gibson**
56 **Tea-TV Matinee—Alma Cramer**
2:45 ❻ **Movie Quick Quiz—Rod Wolf**
3:00 ❷ **Double or Nothing—Bert Parks**

❻ ❾ **Big Payoff—Quiz**
❼ 53 **Kate Smith—Variety**
Guests: Marshall Izen, puppeteer; Sen. Wayne Morse on Cracker Barrel.
⑩ 56 **Paul Dixon Show**
16 **Dione Lucas—Cooking show**

3:15 ❼ **Calling All Carrs—Bob and Jan**

3:30 ❷ **Ask the Girls—Panel**
Katherine Copeland, femcee.
❻ **Kate Smith—Variety**
❾ **Variety Fare**
16 **Bob Crosby Show—Songs**
"Wanted," "Till We Meet Again."

4:00 ❷ ❻ ❼ **Welcome Travelers**
❾ 16 56 **Woman with a Past**
Sylvia and detective confront Lynn.
⑩ **Lady from Gables—Shopping tips**
53 **Action Playhouse—Film**

4:15 ❾ 16 56 **Secret Storm—Serial**
J.T. has a heart attack. Russell Hicks.

4:30 ❷ ❻ ❼ ⑩ **On Your Account**
Win Elliott. Audience-participation.
❾ 16 56 **Robert Q. Lewis Show**
Earl Wrightson and Lois Hunt sing.

5:00 ❷ **Video Adventures—Western**
❻ **Cartoon Capers—Film**
❼ 53 **Pinky Lee—Variety**
❾ **Riders of Purple Sage—Music**
⑩ **News Roundup**
⓭ **Children's Hour—Josie Carey**
"Mason Marionettes;" "Animal Alphabet."
16 **Film**
56 **Record Rack**

5:15 ❻ **Adventures of Blinky**
❾ **Comedies**
⑩ **Children's Theater**
16 **Adventure**

5:30 ❷ ❻ **Howdy Doody—Puppets**
❼ **Range Rider—Western**
Jack Mahoney and Dick Jones.
❾ **Circle 9 Theater**
16 **Matinee**
53 **Old Time Comedies—Ernie Neff**

5:45 ⑩ **City Desk—Charles Nelson**
53 **Crusader Rabbit—Cartoon**

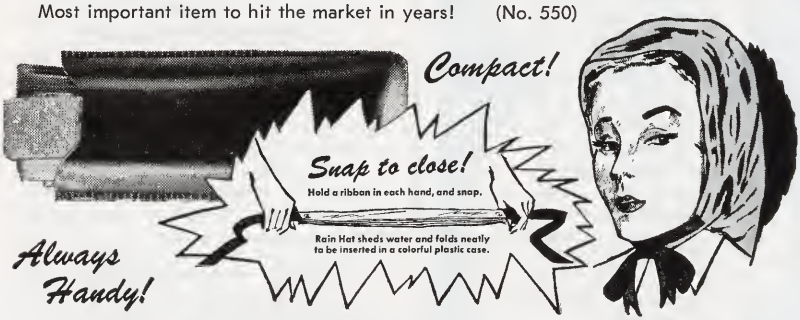
5:50 53 **Comedy Time**

5:55 ⑩ **Civic Calendar—Charles Flynn**

(Continued)

Milady's must —**All-Purpose RAIN HAT**

Most important item to hit the market in years! (No. 550)



The All-Purpose RAIN HAT made of clear, waterproof, permanently pleated pliofilm, is always ready to protect milady's hat and hair from rain snow and sleet. Ideal for the shower, beauty parlor and house cleaning.

79¢ 3 for $2.

Patent plastic cases in brilliant Royal Blue, Sky Blue, Gray, Emerald Green, Baby Pink.

HAMILTON HOUSE

P. O. BOX 573 PITTSBURGH 30, PA.

EVENING

6:00 ❷ **Buzz 'n' Bill—Music**
Buzz Aston, Bill Hinds, Joe Negri Trio.
❻ **Music Time**
❼ **Movie Marshal—Bud Schenck**
❿ **Musical Shorts**
16 **Gunsmoke—Western**
53 **News—Harrison Eagles**
56 **Cartoon Carnival**

6:05 56 **Serial Theater**

6:10 ❻ **Sports Page—Art Sherman**

6:15 ❻ **World News—Ron Rininger**
❿ **Riders of Purple Sage—Music**
53 **Sports Today—Bill Grimes**

6:25 ❷ **Viz Quiz—Quizzie**

6:30 ❷ **News—Carl Ide**
Sponsor: Ford Dealers.
❻ **Red Buttons—Comedy**
Red and his family try to keep a dog in their apartment. Frank McHugh.
❼ **TV Newsroom; Weather Report**
Del Taylor, Paul Howard reporting.
❾ **Sports, Weather**
❿ **Tune Time—Charles Nelson**
16 **News—Dave Murray**
53 **Adventure Theater**
56 **News and Sports**

6:45 ❷ **Pitt Parade—Local news events**
❾ **News Pix—Roy Briscoe**
❿ **Sports—Ted Reinhart**
16 **Sports—Bob Prince**
56 **Variety**

6:55 ❷ **Sports Editor—Ray Scott**

7:00 ❷ ❿ 56 **Captain Video**
❻ **TV Theater—"Another Harvest"**
❼ **Cisco Kid—Western**
❾ **Liberace—Piano music**
16 **Abbie Neal and Ranch Girls**

7:15 ❷ 56 **Marge and Jeff—Comedy**
Marge Green, Jess Cain, Paisley the dog.
❿ 16 **John Daly News**
⓭ **Televisits—Ed Wegener**

7:30 ❷ **Time Out—Golf**
Sponsor: Duquesne Brewing Company.

DUQUESNE PILSENER
TIME OUT (GOLF) WDTV - 7:30 P. M.
UP TO MINUTE NEWS - WENS - 11:00 P. M.
PROUDLY PRESENTS

❻ 53 **Dinah Shore—Comedy**
Films of house she and husband George Montgomery are building.
❼ **Telesketch—Bob Carr**
❾ 56 **Doug Edwards and News**
❿ **Cavalcade of America—Drama**
"The Paper Sword." Story of crusades for clean government during San Francisco's lawless days. Patrick O'Neal as James King; Margaret Field as his wife.
⓭ **Simile—Dr. Robert Zetler**
Panelists: Mr. and Mrs. Arthur Manson (Florence Sando), Mr. and Mrs. Richard Hoover.
16 **This Is Pittsburgh—Nick Perry**

7:40 16 **The Weather—Art Brown**

7:45 ❷ **EZC Ranch Gals—Western songs**
Wanda, Dusty, Gay and Pat entertain.
❻ ❼ 16 **News Caravan**
❾ 56 **Jo Stafford Show**
53 **Organ Time—Ernie Neff**

8:00 ❷ ❿ 56 **THE GOLDBERGS**
Molly is visited by couples she has brought together. Chaos results.
❻ ❼ 53 **MILTON BERLE**
Guests: Jack Palance, Vaughn Monroe.
❾ **HALF-HOUR THEATER**
⓭ **QED CONCERT—Ballad Trio**
16 **AMATEUR SHOW—Nick Perry**

8:30 ❷ **JUDGE FOR YOURSELF—Allen**
Bob Carroll, Judy Johnson, The Skylarks.
❾ **RED SKELTON—Comedy**
❿ **TV SOUNDSTAGE—Drama**
⓭ **CHUCKLEBERRY BUNNY**
16 **MY FAVORITE HUSBAND**
Liz and George "Go to the Dogs" when they both bring pets home. Joan Caulfield.
56 **FILM**

9:00 ❷ **WATERFRONT—Preston Foster**
"Tug O' War." Rivalry for new tug boat business causes crisis between the Cheryl Ann and Isabel. Ted de Corsia.
❻ ❼ **FIRESIDE THEATER—Drama**
"A Case of Independence." A man decides to fall in love with a wealthy girl as a means of financing a new business. The "Four Greeks"—George Givot, Rick Vallin, George Conrad, Nick Dennis with Peggy Castle.
❾ **MEET MILLIE—Comedy**
"This Is Your Life" treatment is given to Mr. Boone for his birthday.
❿ 16 **DANNY THOMAS SHOW**
Business threatens 2nd honeymoon.

53 DANGEROUS ASSIGNMENT
56 ARMCHAIR THEATER

9:30 2 10 56 US STEEL HOUR
"The Laphams of Boston." A self-made man encounters snobbery when his daughter becomes engaged to the son of a "first family." Thomas Mitchell and Dorothy Gish as Mr. and Mrs. Lapham; Collin Keith-Johnston as Mr. Corey; Patricia Wheel as Penelope; Paul Newman as Tom. Sponsor: US Steel.

6 53 CIRCLE THEATER—Drama
"Gang-Up." A teen-ager reveals his gang's plans to his father. Ed Begley, Carmen Matthews, Joey Walsh.

7 TV SOUNDSTAGE—Drama
"A Kiss to Conquer." An eccentric artist attracts the attention of a coy young girl. Janice Rule, Carl Reiner, Howard Morris (last two of "Show of Shows").

9 CASES OF EDDIE DRAKE
16 SUSPENSE—Drama
"The Terror Begins," adapted from "Secret History of Stalin's Crimes." Everett Sloane as Nikolayev; Stefan Schnabel as Stalin. Ben Astar, Harold Stone featured.

10:00 6 7 JUDGE FOR YOURSELF
Fred Allen, Bob Carroll, Judy Johnson.

9 MYSTERY THEATER
16 TV THEATER—"M'liss"
53 TUESDAY PLAYHOUSE

10:30 2 6 SEE IT NOW—Ed Murrow
7 BOSTON BLACKIE—Kent Taylor
10 FAVORITE STORY—A. Menjou
16 NAME'S THE SAME—R. Q. Lewis
Panelists: Bess Myerson, Gene Rayburn, Joan Alexander, Arnold Stang.

56 ASK THE MAYOR

11:00 2 The World Tonight—Ray Scott
6 Five Star Playhouse—Film
"One of Our Aircraft Is Missing." Godfrey Tearle, Eric Portman. (1942)

7 News, Weather—Moore, Taylor
9 Newsbeat
10 Late News
16 News—Ken Hildebrand
Sponsor: Duquesne Brewing Co.

53 Starlite Theater—Film
56 News

11:05 10 The Late Show—Film

11:15 2 Triangle Theater
"Murder on Diamond Row." Edmund Lowe, Ann Todd. (1937)

7 Armchair Theater—Film
9 Tri-State Theater—Film
56 Jimmy Vesper Trio

11:30 56 Film

12:15 6 News

12:30 2 Sports Final—Bob Lloyd
9 Newscap

12:35 2 Swing Shift Theater—Film
"Danger, Women at Work." Patsy Kelly, Mary Brian, Isabel Jewell. (1943)

THE Playhouse
222 Craft Ave. MA. 1-4445
Craft Avenue Theater
"BETWEEN FRIENDS"
Opens May 1st
Hamlet Street Theater
"HOME OF THE BRAVE"
Now Playing
Tickets: Gimbels, Horne's, the Playhouse

TUESDAY • 9:30 PM
THE EXCITING NEW
U. S. STEEL HOUR
Winner
of TV GUIDE'S
Gold Medal of Honor
presents
Thomas Mitchell
Dorothy Gish
in
"The Laphams
of Boston"
CHANNEL
2-10-56
Produced by the Theatre Guild

7:00 ❷ ❻ **Today—Dave Garroway**
Report on 2nd anniversary of return of Robert Vogeler; Bishop G. Bromley Oxnam
❾ 16 **Morning Show—Cronkite**
9:00 ❷ **Pastor's Study—Religious**
Rev. William B. McAlpin, Wilkinsburg.
❻ **Film**
❼ ⑩ 16 **Breakfast Club**
❾ **Western Theater—Film**
9:15 ❷ **Fun to Reduce on TV—Exercises**
9:30 ❷ **Woman's Angle—Florence Sando**
9:45 ❷ **Garry Moore—Variety**
10:00 ❷ **Home Edition—Ladies' Show**
❻ ❼ 53 **Ding Dong School**
❾ **Anything Goes**
⑩ **Stars on Parade—Musical**
16 **UHF—Antenna Installation**
10:15 ⑩ **Marge and Jeff—Marge Green**
10:30 ❷ **Arthur Godfrey Time**
❻ ❼ 53 **One Man's Family**
Claudia's marriage is made known.
⑩ **Western Theater**
10:45 ❻ **Three Steps to Heaven**
Alice confides her fears to Poco.
❼ **Kiddie Corner—Harry Holbert**
53 **Morning Playhouse**
11:00 ❻ **Hawkins Falls—Serial**
Bernadine Flynn, Win Stracko, Cliff Hall.
⑩ **Flynn's Inn—Charles Flynn**
11:15 ❷ **Stars on Parade—Musical**
❻ **Bride and Groom—TV wedding**
❼ **Armchair Repeat—Film**
11:25 ❷ **You Are What You Eat**
11:30 ❷ ❻ **Strike It Rich—Warren Hull**
Guest: Actress Barbara Rush.
11:45 53 **News—Harrison Eagles**

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BREEZE
VENTILATED
ALUMINUM AWNINGS
Visit our Display Room
Sun. 12 to 4, Daily 9 to 5
FREE ESTIMATES
Write or Call
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LOW AS $1.25 WEEK
No Money Down
36 Months to Pay
Aluminum Awning Company of America
Susquehanna at Dallas, East Liberty, Pgh. 8

12:00 ❷ **News at Noon—Hank Stohl**
❻ **Valiant Lady—Serial**
What misfortune is in Bonnie's past?
⑩ **News**
53 **Coffee Club—Ernie Neff**
12:15 ❷ ❻ **Love of Life—Serial**
Meg says she quit her job voluntarily.
⑩ **Tunes on 10**
53 **Hawkins Falls—Serial**
12:30 ❷ ❻ ❾ **Search for Tomorrow**
Walsh asks a detective agency to investigate Higbee and Hazel.
❼ 53 **Betty White Show—Variety**
⑩ **Movie Matinee**
12:45 ❷ ❻ **Guiding Light—Serial**
Dr. Baird asks Peggy about Dan.
❾ **Noon News—Scott McMurray**
1:00 ❷ **Bill Brant Show—Midge Nixon**
❻ **Brighter Day—Serial**
Althea tries to reveal the truth.
❼ **Kitchen Camera—Food hints**
Lee Smith and Esther Samuel.
❾ **Look Ladies—Carolyn Sax**
53 **Organ Melodies—Ernie Neff**
1:15 ❻ **You Are What You Eat**
1:20 ❻ **Matinee Melodies—Harold Scott**
1:25 ❷ **Weather Vane Cottage**
1:30 ❷ **Kay's Kitchen—Kay Neumann**
Rainbow Snowball Cake
❻ **Garry Moore—Variety**
Ken sings "I'm Only a Country Boy."
❼ **Kloss Inn—Music and news**
❾ **Movie Matinee**
⑬ **Keeping Our Balance**
53 **P.M. Playhouse—Film**
2:00 ❷ **Music Shop—Music**
❻ **Double or Nothing—Bert Parks**
⑬ **Instructions in Music**
Use of the auto-harp.
2:05 ⑩ **The Late Show**
2:15 ❷ **Valiant Lady—Serial**
Anthony and Helen cause gossip.
2:30 ❷ **Meet Your Neighbor—Quiz**
Audience-participation show. Joe Mann.
❻ ❾ **House Party—Jack Slattery**
Game: "What's in the House."
53 **Time for Jane Gibson**
Helpful hints, interviews, club news.
2:45 ❻ **Movie Quick Quiz—Harold Scott**
❾ **Variety Fare**
3:00 ❷ ❻ **Big Payoff—Quiz**
❼ 53 **Kate Smith—Variety**
Arlene Dalton, Story Princess; Snooky Lanson; The Three Suns; The Showtimers.

10 56 Paul Dixon Show
3:15 72 Calling All Carrs—Bob and Jan
16 Garry Moore—Denise Lor
3:30 24 Paul Dixon Show—Music
6 Kate Smith—Variety
9 16 Bob Crosby Show
"Till We Two Are One," "Reminiscing."
3:45 9 Variety Fare
16 Do It Yourself
4:00 2 6 7 Welcome Travelers
9 16 56 Woman with a Past
Sylvia's charges upset Lynn and Craig.
10 Time for Music
53 Action Playhouse—Film
4:15 9 16 56 Secret Storm—Serial
Pauline tries to enlist Dr. Hadley's aid.
4:30 2 6 7 10 On Your Account
9 16 56 Robert Q. Lewis Show
5:00 2 Lone Ranger—Western
6 Barker Bill's Cartoons
72 53 Pinky Lee Show—Variety
Barbara Luke and Jimmy Brown.
9 Riders of Purple Sage
10 News—Charles Flynn
13 Children's Hour—Josie Carey
"Wonderhouse," "Ein Zwei Drei."
16 Film
56 Record Rack
5:15 6 Cartoon Capers—Film
10 Children's Theater
16 Adventure
5:30 2 6 7 Howdy Doody
9 Circle 9 Theater
16 Bandwagon—Joe Deane
53 Mason's Marionettes
5:45 10 City Desk—Charles Nelson
53 Crusader Rabbit—Cartoon
5:50 53 Comedy Time
5:55 10 Meet Your Hairdresser

EVENING

6:00 2 Buzz 'n' Bill—Musical
6 Music Time
72 Movie Marshal—Bud Schenck
10 Eddie Fisher—Songs
16 Gunsmoke—Western
53 News—Harrison Eagles
56 Cartoon Carnival
6:05 56 Serial Theater
6:10 6 Sports Page—Art Sherman
6:15 6 World News—Ron Rininger
10 Riders of Purple Sage
53 Sports Today—Bill Grimes
6:25 2 Viz Quiz—Quizzie
6:30 2 News—Carl Ide
Sponsor: Ford Dealers.
6 Strike It Rich—Warren Hull
7 TV Newsroom; Weather Report
Del Taylor, Paul Howard reporting.
9 Sports, Weather
10 Tune Time—Charles Nelson
16 News—Dave Murray
53 Adventure Theater
56 News and Sports
6:45 2 Pitt Parade—Area news
9 News Pix—Roy Briscoe
10 Sports—Ted Reinhart
16 Sports—Bob Prince
56 Music Time
6:55 2 Sports Editor—Ray Scott
56 Local News
7:00 2 10 56 Captain Video
6 Duffy's Tavern—Ed Gardner
Patty Chapman, Alan Reed, Jimmy Conlin.
7 Laurel and Hardy—Comedy
9 King's Crossroads
16 Abbie Neal and Ranch Girls
7:15 2 Perry Como—Songs
"A Bushel and a Peck," "Home."
10 16 John Daly News
13 Televisits—Ed Wegener
56 Marge and Jeff—Comedy
7:30 2 Time Out for Gardening—Curto
Sponsor: Duquesne Brewing Co.
6 7 Eddie Fisher—Songs
Eddie's first TV anniversary.
9 Sports on Parade
10 Boston Blackie—Kent Taylor
13 The Quill—Edwin Peterson
16 This Is Pittsburgh—Nick Perry
53 56 Doug Edwards and News
7:40 16 The Weather—Art Brown
7:45 2 EZC Ranch Gals—Western music
6 7 16 News Caravan
9 Industry on Parade
(Continued)

DUQUESNE PILSENER
TIME OUT (GARDENING) WDTV - 7:30 P. M.
INNER SANCTUM WDTV - 9:00 P. M.
UP TO MINUTE NEWS - WENS - 11:00 P. M.
PROUDLY PRESENTS

53 Organ Time—Ernie Neff
56 Alma Cramer
8:00 2 6 9 GODFREY AND FRIENDS
7 I MARRIED JOAN—Comedy
Joan and Brad try peace-making.
10 LIFE BEGINS AT 80—Jack Barry
13 YOUR MARRIAGE—Drs. Martin
Discussion on "Human Feelings."
16 MEET MR. McNUTLEY—Comedy
A young lady student's fancy lightly turns to thoughts of the professor.
53 HALF-HOUR PLAYHOUSE
56 FEATURE THEATER
8:30 7 10 53 MY LITTLE MARGIE
Margie almost gets her father fired.
9 HALF-HOUR THEATER
16 YOUR FAITH AND MINE
Katherine Kuhlman.
9:00 2 INNER SANCTUM—"The Hermit"
Sponsor: Duquesne Brewing Co.
6 53 KRAFT THEATER—Drama
"Mr. Rainwater Goes A-Courtin'." A medicine man in Texas agrees to help a sheriff woo a girl, in exchange for a show permit. Peter Kelley as Dr. Rainwater; Pat Smith as Annie; Jack Warden as the sheriff; Heywood Hale Broun as the deputy. Sponsor: Kraft Foods.
7 DANNY THOMAS SHOW
Danny returns from three-month night-club tour and plans a second honeymoon.
9 16 STRIKE IT RICH—Hull
10 BROADWAY TO HOLLYWOOD
9:30 2 COL. MARCH OF SCOTLAND YARD—Boris Karloff
7 MY HERO—Robert Cummings
9 16 I'VE GOT A SECRET—Moore
Panel: Jane Meadows, Bill Cullen, Polly Bergen, Henry Morgan. Guest: Emmett Kelly, circus clown.
10 WRESTLING—From Rainbo
56 STARS ON PARADE—Musical
10:00 2 6 PROFESSIONAL BOXING
Ralph Dupas vs Dennis Pat Brady. See TV GUIDE fight ratings on P. A-15.
7 53 THIS IS YOUR LIFE
Ralph Edwards presents a life story.
9 MYSTERY THEATER
16 WRESTLING—Wayne Griffin
56 MUSIC SHOW
10:30 7 FOLLOW THAT MAN
53 FRONT PAGE DETECTIVE
56 BIG PICTURE—Documentary
10:45 2 SPORTS SPOT—Mel Allen
10:50 6 GREATEST FIGHTS OF CENTURY
Dempsey vs Tunney. (Sept. 22, 1927)
11:00 2 The World Tonight—Ray Scott
7 News, Weather—Moore, Taylor
9 Newsbeat—Roy Briscoe
16 News—Ken Hildebrand
Sponsor: Duquesne Brewing Co.
53 Starlite Theater—Film
56 News
11:05 6 To Be Announced
11:15 2 Playhouse—Film
"T-Men." Dennis O'Keefe, June Lockhart. (Released 1947)
7 Wrestling—From Rainbo
9 Tri-State Theater—Film
56 Paradise Island—Music
11:30 56 Film
12:00 7 Captured—Police stories
10 Late News
12:05 6 News
10 Variety Theater
12:30 2 Sports Final—Bob Lloyd
9 Newscap
12:35 2 Old American Barn Dance

Tonight see

"Dr. Rainwater goes a-courtin'"

on the famous

KRAFT TELEVISION THEATRE

Telecast live from New York

A gay and lilting comedy laid in the days of the Wild West, when a young man with a traveling Medicine Show sets out on a unique conquest of a young girl's heart.

NBC 9:00 P. M. Chs. 6, 53, 73

REMEMBER—Another fine Kraft play tomorrow night on ABC

7:00 2 6 **Today—Dave Garroway**
Frank Sedgman and Jack Kramer.
9 16 **Morning Show—News**
Cronkite, Collingwood and The Bairds. Remote from chemical plant showing how to put out a fire.
9:00 2 **Pastor's Study—Religious**
Rev. William B. McAlpin, Waverly Presbyterian Church, Wilkinsburg.
6 **Film**
7 10 16 **Breakfast Club**
Don McNeill, Fran Allison, Sam Cowling.
9 **Western Theater—Film**
9:15 2 **Fun to Reduce on TV—Exercises**
Marlene Gornall, Margaret Firth, Ed Wood.
9:30 2 **Woman's Angle—Florence Sando**
9:45 2 **Garry Moore—Variety**
10:00 2 **Home Edition—Jean Connelly**
6 7 53 **Ding Dong School**
Miss Frances' TV nursery school.
9 **Anything Goes.**
10 **Stars on Parade**
16 **UHF—Antenna Installation**
10:15 10 **Marge and Jeff—Marge Green**
10:30 2 **Arthur Godfrey Time**
6 7 53 **One Man's Family**
Doctor permits family to visit Paul.
10 **Western Theater**
10:45 6 **Three Steps to Heaven**
Poco asks Jason to help Bill.
7 **Kiddie Corner—Harry Holbert**
53 **Morning Playhouse**
11:00 6 **Hawkins Falls—Serial**
10 **Flynn's Inn—Charles Flynn**
11:15 2 **Stars on Parade—Musical**
6 **Bride and Groom—TV wedding**
7 **Armchair Repeat—Film**
11:30 2 6 **Strike It Rich—Warren Hull**
11:45 53 **News—Harrison Eagles**
12:00 2 **News at Noon—Hank Stohl**
6 **Valiant Lady—Serial**
Anthony tries new tactics with Helen.
10 **News**
53 **Bride and Groom—TV wedding**
12:15 2 6 **Love of Life—Serial**
Paul and Van make important decision.
9 **Around Your Home—Pop Taylor**
10 **Tunes on 10**
53 **Hawkins Falls—Serial**
12:30 2 6 9 **Search for Tomorrow**
Jo's happiness disturbs Hazel.
7 53 **Betty White Show—Variety**
10 **Movie Matinee**
12:45 2 6 **Guiding Light—Serial**
Dick and Janet quarrel.
9 **Noon News—Scott McMurray.**
1:00 2 **Let's Visit—Show business**
Harold V. Cohen, Stephanie Diamond.
6 **Brighter Day—Serial**
Althea takes a desperate step.
7 **Kitchen Camera—Food hints**
9 **Look Ladies—Carolyn Sax**
53 **Organ Melodies—Ernie Neff**
1:15 2 **Stars on Parade**
6 **Matinee Melodies—Bill Confer**
1:25 2 **Weather Vane Cottage—Louis**
1:30 2 **Kay's Kitchen—Kay Neumann**
Five-in-One Quick Bread
6 **Garry Moore—Variety**
Ivan Sanderson and animal friend. Garry discusses new inventions.
7 **Kloss Inn—Bob Kloss**
9 **Variety Fare**
13 **Metal Tooling, Enameling**
53 **P.M. Playhouse—Film**
2:00 2 9 **Garry Moore—Variety**
13 **Communications Arts**
"Fundamentals of Journalism."
56 **Film**
2:15 2 **Valiant Lady—Serial**
Helen has last talk with Diane.
9 **Variety Fare**
2:30 2 **Meet Your Neighbor—Music**
6 **House Party—Jack Slattery**
Guest: Singer Johnny Martin.
53 **Time for Jane Gibson**
56 **Tea-TV Matinee—Alma Cramer**
2:45 6 **Movie Quick Quiz—Bill Confer**
3:00 2 **Double or Nothing**
6 7 53 **Kate Smith—Variety**
"The World of Mr. Sweeney," Al Bernie.
9 **Big Payoff—Randy Merriman**
10 56 **Paul Dixon Show**
3:15 7 **Calling All Cars—Jan and Bob**
16 **Film**
3:30 2 **Ask the Girls—Discussion**
Katherine Copeland, Helen Rauh, Dorothy Randall discuss viewers' letters.
9 16 **Bob Crosby Show—Music**
"Darktown Strutter's Ball," "Melancholy Me," "Man With a Banjo," "I Believe," "I Get So Lonely."
56 **Paul Dixon Show**
3:45 9 **Matinee Shorts**
4:00 2 **House Party—Art Linkletter**
6 7 **Welcome Travelers**
(Continued)

9 16 56 **Woman with a Past**
Gwen tries to get Steve's aid.
10 **Time for Music**
53 **Action Playhouse—Film**
4:15 9 16 56 **Secret Storm—Serial**
Fenway and Peter battle over store policy
4:30 2 **Eddie Fisher—Songs**
Guests: Jill Corey, Merv Griffin.
6 7 10 **On Your Account**
9 16 56 **Robert Q. Lewis Show**
4:45 2 **Film**
5:00 2 **Video Adventures**
6 **Wild Bill Hickok—Western**
Guy Madison with Andy Devine.
7 53 **Pinky Lee Show—Variety**
9 **Riders of Purple Sage**
10 **News—Charles Flynn**
13 **Children's Hour—Josie Carey**
"It's a Small World;" "Magic in the Air."
16 **Barker Bill's Cartoons**
56 **Record Rack**
5:15 10 **Children's Theater**
16 **Adventure**
5:30 2 6 7 **Howdy Doody**
"Buffalo" Bob, Clarabell the Clown.
9 **Circle 9 Theater**
16 **Matinee**
53 **Old Time Comedies—Ernie Neff**
5:45 10 **City Desk—Charles Nelson**
53 **Crusader Rabbit—Cartoon**
5:50 53 **Comedy Time**
5:55 10 **Civic Calendar—Charles Flynn**

EVENING

6:00 2 **Buzz 'n' Bill—Music**
6 **Music Time**
7 **Movie Marshal—Bud Schenck**
10 **See How They Learn**
Altoona Public Schools program.
16 **Gunsmoke—Western**
53 **News—Harrison Eagles**
56 **Cartoon Carnival**
6:05 56 **Serial Theater**
6:10 6 **Sports Page—Art Sherman**
6:15 6 **World News—Ron Rininger**

DUQUESNE PILSENER
TIME OUT-WDTV-7:30 P.M.
UP TO MINUTE NEWS-WENS-11:00 P.M.
PROUDLY PRESENTS

10 **Riders of Purple Sage**
Foy Willing, Bill Alexander, Al Sloey, Dave Warren sing western tunes.
53 **Sports Today—Bill Grimes**
6:25 2 **Viz Quiz**
6:30 2 **News—Carl Ide**
Sponsor: Ford Dealers.
6 **Playhouse—Anita Colby**
7 **TV Newsroom; Weather Report**
9 **Sports, Weather**
10 **Tune Time**
16 **News—Dave Murray**
53 **Adventure Theater—Film**
56 **News and Sports**
6:45 2 **Pitt Parade—Local news**
9 **News Pix—Roy Briscoe**
10 **Sports—Ted Reinhart**
16 **Sports—Bob Prince**
56 **Music Time**
6:55 2 **Sports Editor—Ray Scott**
56 **Local News**
7:00 2 10 56 **Captain Video**
6 **Meet Mr. McNutley—Comedy**
Peggy becomes a fashion model.
7 **Terry and the Pirates**
John Baer and William Tracy.
9 **Gene Autry—Western**
16 **Abbie Neal and Ranch Girls**
7:15 2 56 **Marge and Jeff—Comedy**
Marge Green and Jess Cain co-star.
10 16 **John Daly News**
13 **Televisits—Ed Wegener**
7:30 2 **Time Out for Art—R. R. Young**
Sponsor: Duquesne Brewing Co.
6 53 **Dinah Shore—Songs**
"How Little We Know," "Waiting for the Robert E. Lee." Riverboat setting.
7 **Telesketch—Bob Carr**
9 56 **Doug Edwards and News**
10 **Lone Ranger—Western**
13 **Sciencescope—"Silicones"**
16 **This Is Pittsburgh—Nick Perry**
7:40 16 **The Weather—Art Brown**
7:45 2 **EZC Ranch Gals—Music**
6 7 16 **News Caravan**
9 **Paul Killiam Show**
53 **Organ Time—Ernie Neff**
56 **You and Your Doctor**
8:00 2 **LIFE WITH ELIZABETH—Comedy**
6 **YOU BET YOUR LIFE—Groucho**
7 **BIFF BAKER, U.S.A.—Alan Hale**
9 **BIG PICTURE—Documentary**
10 **TALENT PATROL—Arlene Francis**
Talent from Fort Jackson, S. Carolina.

⑬ **THE LIVING WORD**
"Explanation of Vestments."
16 TO BE ANNOUNCED
53 YOU BE THE JUDGE—Panel
56 WESTERN THEATER

8:30 ❷ **HEART OF THE CITY—Pat McVey**
"Chinese Story." Dope smuggling case.
❻ ❾ **FOUR STAR PLAYHOUSE**
"The Doctor and the Countess." Based on the autobiography of Dr. Maxwell Maltz. A plastic surgeon is requested to perform a strange operation. Charles Boyer as Dr. Giboux; Paula Raymond as the Countess; Carleton Young as Andrea.
❼ **FAMOUS PLAYHOUSE**
⑩ **16 RAY BOLGER SHOW**
Ray tries to change ideas of juvenile delinquents. David Kasday, Ben Welden.
53 JUSTICE—Drama

9:00 ❷ **CURTAIN TIME—Drama**
❻ ❼ **DRAGNET—Jack Webb**
Investigation of woman's disappearance. (Ben Alexander, Friday's Man Friday, is featured in next week's issue.)
❾ **HALF-HOUR THEATER**
⑩ **LORETTA YOUNG SHOW—Drama**
16 VIDEO THEATER—Drama
"The Vacant Chairs." Angela Lansbury.
53 FEATURE STORY—Film

9:30 ❷ **LIBERACE—Piano music**
Sponsor: Peoples 1st National Bank.
❻ ❾ **BIG TOWN—Newspaper story**
Story of a beautiful bigamist.
❼ **ALL STAR THEATER**
⑩ **16 KRAFT THEATER—Drama**
A mystery, "Unequal Contest," the first-full-hour TV play by Pittsburgh's Abbe Mann, who is currently in London working on a British film and doing some writing for the BBC. Tonight's drama is set in England in the late 1700's. A

(Continued)

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another great play for the whole family on the
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"Unequal Contest"
Telecast live from New York
The charming story of an unusual love match between a romantic and dashing young man and a cold, unbending suffragette.
ABC 9:30 p.m.
*Ch. 10 & 16
Remember—Another fine Kraft play next Wednesday on NBC

school teacher learns that her affections have been the object of a bet between a visiting American captain and the village innkeeper. Darren McGavin as Capt. Isley; Joan Tompkins as Mary; Joanne Woodward as Betsy. Sponsor: Kraft Foods.

56 MINIATURE THEATER

10:00 ❷ FAVORITE STORY—A. Menjou

❻ MARCH OF MEDICINE—Grauer

"Challenge of Arthritis and Rheumatism" Review of arthritis and rheumatism family of diseases: Dr. Walter Bauer. Report on connective-tissue basic research: Drs. Currier McEwen, Morris Ziff, and Max Schubert. Animal tests for rheumatoid arthritis: Dr. Joseph Bunim.

❼ FORD THEATER—Drama

"Night Visitor." A policeman found guilty of taking a bribe insists he is innocent, and turns to crime to prove it. Arthur Kennedy as Larry; Lee J. Cobb as Matt (both were in "Death of a Salesman"); Martha Vickers as Nancy.

❾ FEATURE THEATER

53 56 WRESTLING

10:30 ❷ PLACE THE FACE—Bill Cullen

Guests: Sara Berner, Art Baker.

❻ CITY DETECTIVE—Mystery

"Trouble on a Train." Rod Cameron.

❼ POLKA PARADE—Del Taylor

⑩ FILM

16 KENT THEATER—Drama

"The Serpent's Tongue."

11:00 ❷ The World Tonight—Ray Scott

❻ Diamond Theater—Film

"Our Town." William Holden and Martha Scott. (Released 1950)

❼ Front Page News, Weather

❾ Newsbeat—Roy Briscoe

⑩ Late News

16 News—Ken Hildebrand

Sponsor: Duquesne Brewing Co.

53 Paradise Island—Music

56 News

11:05 ⑩ The Late Show

11:15 ❷ Rhythm Rendezvous—Variety

Andre Philippe, host. Regular host, Bob Parks, scheduled for return May 27.

❼ Armchair Theater—Film

❾ Ringside with the Rasslers

16 Pleasure Theater—"Stand In"

Humphrey Bogart, Joan Blondell. (1937)

53 God Is Able—Rev. Davis

56 Paradise Island—Music

11:30 56 Film

11:45 ❷ City Detective—Rod Cameron

12:15 ❷ Sports Final—Bob Lloyd

❻ News

❾ Newscap

12:20 ❷ Into the Night—Drama

"Temptation of Mr. Tuttle."

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YOUNGSTOWN - NEW CASTLE PROGRAMS

YOUNGSTOWN • 27 WKBN-TV **• 73** WFMJ-TV **NEW CASTLE • 45** WKST-TV

Stations reserve the right to change programs without notice.

WEEKDAY A.M. LISTINGS

7:00 27 (M-F) **Morning Show**
73 (M-F) **Today** News, weather.
8:55 27 (M-F) **Morning Edition News**
73 (M-F) **Morning Matinee**
9:00 27 (M-F) **Breakfast Club** McNeill.
10:00 27 (F) **Jack Parr Show**
(M-Th) **Morning Movie**
73 (M-F) **Ding Dong School**
10:30 73 (M-F) **One Man's Family**
10:45 73 (M-F) **Three Steps to Heaven**
11:00 27 (F) **I'll Buy That** Mike Wallace.
73 (M-F) **Home** Arlene Francis.
11:30 27 (M-F) **Strike It Rich** W. Hull.
12:00 27 (M-F) **World Around Us** News.
73 (M-F) **Bride and Groom**
12:15 27 (M-F) **Love of Life** Serial.
73 (M-F) **Hawkins Falls** Serial.
12:30 27 (M-F) **Search for Tomorrow**
73 (M-F) **Betty White Show**
12:45 27 (M-F) **Guiding Light** Serial.

FRIDAY, APRIL 23

1:00 27 **Brighter Day** Serial.
73 **News** Bill Lindsay.
1:15 27 **Home Cooking** Marion Resch.
73 **Hal's a Poppin'**
1:45 27 **Garry Moore** Ivan Sanderson.
2:00 27 **Feature Matinee** "Adventures of Kitty O'Day." Jean Parker, Peter Cookson. (1945)
73 **Sittin' Easy** "Gay Vagabond."
2:30 73 **Kitchen Corner** M. Mariner.
3:00 27 **Big Payoff** Bob Kennedy and Fran Keegan sub for Randy, Bess.
73 **Kate Smith** Guests: Andre Eglevsky, Nora Kaye, Stan Freeman.
3:30 27 **School Days**
4:00 27 **Woman with a Past** Serial.
73 **Welcome Travelers** Bartlett.
4:15 27 **Secret Storm** Serial.
4:30 27 **Robert Q. Lewis Show**
73 **On Your Account** Win Elliott.
5:00 27 **Barker Bill's Cartoon Show**
73 **Susie Sidesaddle** Jane Bailey.
5:15 27 **Grizzly Pete**
5:30 73 **Howdy Doody** Puppets.
6:00 73 **News, Weather, Sports**
6:30 27 **News, Sports, Weather**
73 **In Our Schools**
7:00 27 **Captain Video** Al Hodge.
45 **Abbie Neal and Ranch Girls**
73 **Turn of a Card**
7:15 27 **Rambling Reporter** Stu Wilson.
45 **Komedy Kapers**
73 **Telerama**
7:30 27 **Doug Edwards and News**
45 **Page One News**
73 **Eddie Fisher** Guest: Jeanmaire.
7:45 27 **Mayor's News Conference**
45 **The 45 Scrapbook**
73 **News Caravan** John Swayze.
8:00 27 **TO BE ANNOUNCED**
73 **DAVE GARROWAY SHOW**
8:30 27 **TOPPER** "Topper in Las Vegas."
73 **LIFE OF RILEY** Riley is notified he has inherited a fortune.
9:00 27 **PLAYHOUSE OF STARS** "Dawn at Damascus." Gene Raymond.
45 **LIFE BEGINS AT 80** Jack Barry.
73 **BIG STORY** Restaurant owner is murdered, employees disappear.
9:30 27 **OUR MISS BROOKS** Rebellion against teaching first aid.
45 **BIG PICTURE** Documentary.
73 **SOUNDSTAGE** "Almighty Dollar"
10:00 27 **MY FRIEND IRMA**
45 **CHANCE OF A LIFETIME** James.
73 **CAVALCADE OF SPORTS** Joey Klein vs Jed Black.
10:30 27 **PERSON TO PERSON** Ed Murrow interviews Elizabeth Arden and "Buffalo Bob" Smith.
45 **DOWN YOU GO** Bergen Evans.
10:45 73 **GREATEST FIGHTS OF CENTURY** Dempsey vs Firpo. (1923)
11:00 27 **News** Warren Guthrie.
45 **Night Cap News**
73 **Stage 73** "Bowery Boy." Dennis O'Keefe, Helen Vinson. (1941)
11:15 27 **Playhouse 27** "The Broken Horseshoe." Robert Beatty, Elizabeth Sellars. (1953)
12:00 73 **News Headlines**
12:30 27 **Final Edition News**

SATURDAY, APRIL 24

10:00 27 **Western Theater**
11:00 27 **Winky Dink and You** Jack Barry.
11:30 27 **Rod Brown, Rocket Rangers** "Assignment Danger."
12:00 27 **Big Top** Jack Sterling.
1:00 27 **Panorama**
73 **Movie Party** "Two Gun Sheriff." Don Barry. (1941) "Shaggy." Brenda Joyce. (1948)
1:30 27 **What in the World?** Guests: Mlle. Gill Faure, M. W. Sterling.
2:00 27 **The Christophers**
2:15 27 **Movie Miniature**
2:30 27 **Feature Matinee**
3:00 73 **Wrestling**
4:00 73 **Golden West Theater** "Marshal of Cripple Creek." Alan Lane. (Released 1947)

(Continued)

4:30 27 **Feature Boxing**
5:00 73 **Adventure Theater** "Roaring Mountain." George O'Brien.
5:30 27 **Western Theater**
6:00 73 **News** Bill Lindsay.
6:15 73 **Green Light** Hal Green.
6:30 27 **News, Sports, Weather**
73 **House Detective** Panel.
7:00 27 **Crusade in Pacific** "Speeding Up the Attack."
45 **Circle 45 Roundup**
73 **Serial Theater**
7:30 27 **Beat the Clock** Bud Collyer.
45 **Page One News**
73 **Ethel and Albert** Comedy.
7:45 45 **The 45 Scrapbook**
8:00 27 **JACKIE GLEASON SHOW**
73 **SPIKE JONES SHOW** Variety.
8:30 73 **ORIGINAL AMATEUR HOUR**
9:00 27 **TWO FOR THE MONEY** Quiz.
45 **SATURDAY NITE PLAYHOUSE**
73 **SHOW OF SHOWS** Hostess: Pat Crowley; Arthur Lee Simpkins.
9:30 27 **PLAYHOUSE** Anita Colby. "The Sound of Silence."
10:00 27 **THAT'S MY BOY** Junior runs in "Boy's Day" elections.
45 **COLONEL FLACK** Alan Mowbray. "Gambling Fever."
10:30 27 **WRESTLING** Marigold Gardens.
45 **FILM**
73 **HIT PARADE**
11:00 45 **Nite Cap News**
73 **Stage 73** "Bandit Queen." Barbara Britton. (1950)
11:05 27 **Sports Showcase** Brickhouse.
11:20 27 **Wrestling**
12:00 27 **Final Edition News**
73 **News Headlines**

SUNDAY, APRIL 25

11:30 27 **Western Theater**
12:30 27 **Contest Carnival** Circus show.
1:00 27 **Movie Miniature**
73 **Youth Wants to Know**
1:30 27 **Polka Party** Johnny Butchko.
73 **Catholic Hour** "Why I Am a Catholic." Rev. James Finley.
2:00 27 **This Is the Life** Religious.
73 **230,000 Will Die** Seven danger signals of cancer. Dr. Cameron.
2:30 27 **Feature Matinee** "Jade Mask."
73 **Big Picture** Documentary.
3:00 73 **Faith in Our Midst** Religious.
3:30 27 **Signal 15** Police Dept.
73 **To Be Announced**
4:00 27 **Man of the Week**
73 **American Forum of Air**
4:30 27 **Youth Takes a Stand**
73 **Zoo Parade** R. Marlin Perkins.
5:00 27 **Adventure** Hopi Indian Reservation, Arizona.
73 **Hall of Fame** "The Marquis De Lafayette." American Revolution.
5:30 73 **Kukla, Fran and Ollie**
6:00 27 **American Week** Eric Sevareid.
73 **TV Dance Studio** F. Kotheimer.
6:15 73 **What's Your Trouble?** Peales.
6:30 27 **You Are There** "The Evacuation of Corregidor." (May 6, 1942)
73 **Roy Rogers** "Phantom Rustlers." Mysterious assailants are trailed.
7:00 27 **Ramar of the Jungle** Jon Hall.
45 **The 45 Scrapbook**
73 **Paul Winchell Show**
7:30 27 **Edward Arnold Show**
73 **Mr. Peepers** Wally Cox stars. Peepers buys engagement ring.
8:00 27 **TOAST OF THE TOWN** Ed Sullivan Korean Children's Choir; Mata & Hari; Moore & Lessey; Chester Gould, Victoria de Los Angeles.
45 **PAGE ONE NEWS**
73 **COMEDY HOUR** "Ice Capades of 1954;" Herb Shriner.
8:15 45 **THE CHRISTOPHERS** Religious.
8:30 45 **THIS IS THE LIFE** Religious.
9:00 27 **RAY BOLGER** Situation comedy.
45 **ROCKY KING, ROSCOE KARNS** Wealthy dowager is poisoned.
73 **TV PLAYHOUSE** "Old Tassle-foot" stars E. G. Marshall.
9:30 27 **MAN BEHIND THE BADGE** Teen-age thieves tracked down.
45 **THE PLAINCLOTHES MAN** Gardener is found dead.
10:00 27 **THE WEB** "Snow," by Art Wallace
45 **FACTS FORUM** Dan Smoot.
73 **LORETTA YOUNG** Teacher has unexpected romantic problems.
10:30 27 **BREAK THE BANK** Bert Parks.
45 **FILM**
73 **MAN AGAINST CRIME** "The Man from Dannemora."
11:00 27 **Playhouse 27** "Ghost Goes West." Robert Donat, Jean Parker.
45 **Nite Cap News**
73 **Front Row Center** "Gangs of the Waterfront." Robert Armstrong.
12:00 27 **Final Edition News**
73 **News Headlines**

MONDAY, APRIL 26

1:00 27 **Brighter Day** Serial.
73 **News** Bill Lindsay.
1:15 27 **Home Cooking** Marion Resch.
73 **Hal's a Poppin'**
1:45 27 **Feature Matinee** "Bluebeard." John Carradine, Jean Parker. (Released 1944)
2:00 73 **Sittin' Easy** "Youth on Parole." Marian Marsh, Gordon Oliver.
2:30 73 **Kitchen Corner** Food secrets.
3:00 27 **Big Payoff** "Bridal Week."
73 **Kate Smith** Student forum.
3:30 27 **Bob Crosby Show**
4:00 27 **Woman with a Past** Serial.
73 **Welcome Travelers**
4:15 27 **Secret Storm** Serial.

4:30 27 **Robert Q. Lewis Show**
73 **On Your Account** Win Elliott.
5:00 27 **Barker Bill's Cartoons**
73 **Susie Sidesaddle** Jane Bailey.
5:15 27 **Grizzly Pete** Western film.
5:30 73 **Howdy Doody** Bob Smith.
6:00 27 **Rumpus Room** Al Rucker.
73 **News, Weather, Sports**
6:30 27 **News, Sports, Weather**
73 **To Be Announced**
6:45 73 **Industry on Parade**
7:00 27 **Captain Video** Al Hodge.
45 **Abbie Neal and Ranch Girls**
73 **Woods 'n' Water** Eddie Lane.
7:15 27 **Rambling Reporter**
45 **Komedy Kapers**
7:30 27 **Doug Edwards and News**
45 **Page One News**
73 **The Tony Martin Show [DEBUT]**
7:45 27 **Ohio Story**
45 **Film**
73 **News Caravan** John Swayze.
7:55 27 **This Week at Home** Sid Davis.
8:00 27 **45 DOLLAR A SECOND** Quiz.
73 **NAME THAT TUNE** Red Benson.
8:30 27 **RACKET SQUAD** Reed Hadley.
45 **MR. AND MRS. NORTH** Mystery.
73 **CONCERT** Howard Barlow. Soloist: Mimi Benzell, soprano.
9:00 27 **I LOVE LUCY** Ricky decides show business isn't too hectic.
45 **SLIM BRYANT SHOW**
73 **DENNIS DAY** Guest: Ann Blyth.
9:30 27 **RED BUTTONS** Situations.
45 **FILM**
73 **ROBERT MONTGOMERY** Drama. "Love Story." Geraldine Fitzgerald
10:00 27 **STUDIO ONE** "Romney." Nine-year-old boy rejects father's love.
45 **MONDAY MARQUEE**
10:30 73 **STAGE 73** "Thoroughbreds. Adele Mara, Roger Pryor.
11:00 27 **News** Guthrie, Davis.
45 **Nite Cap News**
11:15 27 **TV Theater** "Black Magic." Orson Welles, Nancy Guild. (1944)
12:00 73 **News**
12:30 27 **Final Edition News**

TUESDAY, APRIL 27

1:00 27 **Brighter Day** Serial.
73 **News** Bill Lindsay.
1:15 27 **Home Cooking** Marion Resch.
73 **Hal's a Poppin'**
1:45 27 **Garry Moore** Variety.
2:00 73 **Sittin' Easy** "Youth on Parole."
2:15 27 **Curious Camera**
2:30 27 **This Life of Ours**
73 **Kitchen Corner** Recipes.
3:00 27 **Big Payoff** Quiz.
73 **Kate Smith** Marshall Izen, puppeteer; Sen. Wayne Morse.
3:30 27 **Paul Dixon** Disc jockey.
4:00 27 **Woman with a Past** Serial.
73 **Welcome Travelers**
4:15 27 **Secret Storm** Serial.
4:30 27 **Robert Q. Lewis Show**
73 **On Your Account** Win Elliott.
5:00 27 **Grizzly Pete**
73 **Susie Sidesaddle** Jane Bailey.
5:30 73 **Howdy Doody** Puppets.
6:00 27 **Adventure Time**
73 **News**
6:10 73 **Mr. Mayor** F. Kryzan.
6:25 73 **Weather Man** John Fritz.
6:30 27 **News, Sports, Weather**
73 **The Visitor** Drama.
7:00 27 **Captain Video** Space story.
45 **Abbie Neal and Ranch Girls**
73 **Badge 714** Jack Webb stars.
7:15 27 **Takes All Kinds** Ted Niemi.
45 **Marge and Jeff** Comedy.
7:30 27 **Doug Edwards and News**
45 **Page One News**
73 **Dinah Shore** Songs.
7:45 27 **Jo Stafford Show**
45 **Film**
73 **News Caravan** John Swayze.
8:00 27 **MARCH OF TIME** "Omaha Rail—Metropolis of the Plains."
45 **THE GOLDBERGS** Chaos in the Goldberg family. Gertrude Berg.
73 **MILTON BERLE** Guests: Jack Palance, Vaughn Monroe.
8:30 27 **RED SKELTON** Comedy.
45 **THE 45 SCRAPBOOK**
9:00 27 **MEET MILLIE** Elena Verdugo.
73 **FIRESIDE THEATER** "A Case of Independence," with "The Four Greeks," Peggy Castle.
9:30 27 **US STEEL HOUR** "The Laphams of Boston." Dorothy Gish, Thomas Mitchell, Patricia Wheel.
73 **CIRCLE THEATER** "Gang-Up." Ed Begley with Joey Walsh.
9:45 45 **TUESDAY NITE PLAYHOUSE**
10:00 73 **JUDGE FOR YOURSELF** Fred Allen
10:30 27 **SEE IT NOW** Ed Murrow.
73 **MR. AND MRS. NORTH** Jerry is accused of aiding a murder.
11:00 27 **News**
45 **Nite Cap News**
73 **Imperial Theater** "G.I. Jane." Jean Porter, Tom Neal. (1951)
11:15 27 **Playhouse 27** "People's Enemy." Melvyn Douglas, Preston Foster. (Released 1935)
12:00 73 **News**
12:30 27 **Final Edition News**

WEDNESDAY, APRIL 28

1:00 27 **Brighter Day** Serial.
73 **News**
1:15 27 **Home Cooking** Marion Resch.
73 **Hal's a Poppin'**
1:45 27 **Garry Moore** Variety.
2:00 27 **Feature Matinee** "Alimony Madness." Helen Chandler.
73 **Sittin' Easy** "Youth on Parole."

(Continued)

2:30 73 **Kitchen Corner** Recipes.
3:00 27 **Big Payoff** Quiz.
73 **Kate Smith** Story Princess, Snooky Lanson, The Three Suns.
3:30 27 **Bob Crosby**
4:00 27 **Woman with a Past** Serial.
73 **Welcome Travelers** T. Bartlett.
4:15 27 **Secret Storm** Serial.
4:30 27 **Robert Q. Lewis Show** Variety.
73 **On Your Account** Win Elliott.
5:00 27 **Barker Bill's Cartoons**
73 **Susie Sidesaddle** Youngsters.
5:15 27 **Grizzly Pete**
5:30 73 **Howdy Doody** Youngsters.
6:00 27 **Wild Bill Hickok** Western.
73 **News, Weather, Sports**
6:30 27 **News, Sports, Weather**
73 **Kit Carson** Bill Williams.
7:00 27 **Captain Video** Don Hastings.
45 **Abbie Neal and Ranch Girls**
73 **Tee Off Time** Eddie Lane.
7:15 27 **Rambling Reporter** Stu Wilson.
45 **Komedy Kapers**
73 **Main St., Youngstown** M. Stanley.
7:30 27 **Doug Edwards and News**
45 **Page One News**
73 **Eddie Fisher** First Anniversary. Guests: Kay Armen, Gisele MacKenzie, June Hutton.
7:45 27 **Telenews Weekly**
45 **The 45 Scrapbook**
73 **News Caravan** John Swayze.
8:00 27 **GODFREY AND FRIENDS**
73 **I MARRIED JOAN** Joan interferes in neighbor's problems.
8:30 73 **MY LITTLE MARGIE** Margie enters her father in TV contest.
9:00 27 **STRIKE IT RICH** Warren Hull.
45 **WHAT'S YOUR TROUBLE?**
73 **KRAFT THEATER** "Dr. Rainwater Goes A-Courtin'." (1800)
9:15 45 **INDUSTRY ON PARADE**
9:30 27 **I'VE GOT A SECRET** Garry Moore. Guest: Emmett Kelly.
45 **ARMCHAIR PIX**
10:00 27 **PROFESSIONAL BOXING** Ralph Dupas vs Dennis Brady.
73 **THIS IS YOUR LIFE** R. Edwards.
10:30 73 **MODERN THEATER** "Rocketship XM." Lloyd Bridges, Osa Massen.
10:45 27 **SPORTS AND NEWS**
11:00 45 **Nite Cap News**
11:15 27 **Wrestling**
12:00 27 **Final Edition News**
73 **News Headlines**

THURSDAY, APRIL 29

1:00 27 **Brighter Day** Serial.
73 **News** Bill Lindsay.
1:15 27 **Home Cooking** Marion Resch.
73 **Hal's a Poppin'**
1:45 27 **Garry Moore** Variety.
2:00 73 **Sittin' Easy** "Meet the Missus."
2:30 27 **This Life of Ours**
73 **Kitchen Corner** Recipes.
3:00 27 **Big Payoff** Randy Merriman.
73 **Kate Smith** "The World of Mr. Sweeney;" Al Bernie.
3:30 27 **Paul Dixon Show** Pantomime.
4:00 27 **Woman with a Past** Serial.
73 **Welcome Travelers**
4:15 27 **Secret Storm** Serial.
4:30 27 **Robert Q. Lewis Show** Variety.
73 **On Your Account** Win Elliott.
5:00 27 **Grizzly Pete** Western film.
73 **Susie Sidesaddle** Youngsters.
5:30 73 **Howdy Doody** Puppets.
6:00 27 **Clubhouse** Robert Tyrrell.
73 **News, Weather, Sports**
6:30 27 **News, Sports, Weather**
73 **Inner Sanctum** Mystery.
7:00 27 **Captain Video** Al Hodge.
45 **Abbie Neal and Ranch Girls**
73 **Telesports Digest**
7:15 27 **Takes All Kinds** Ted Niemi.
45 **Marge and Jeff** Comedy.
7:30 27 **Doug Edwards and News**
45 **Page One News**
73 **Dinah Shore** Musical.
7:45 27 **This Week in Sports**
45 **The 45 Scrapbook**
73 **News Caravan** John Swayze.
8:00 27 **MEET MR. McNUTLEY** Peggy is asked to model.
73 **YOU BET YOUR LIFE** Groucho.
8:30 27 **FOUR STAR PLAYHOUSE** Drama. "The Doctor and the Countess."
73 **LIBERACE** Piano music.
9:00 27 **VIDEO THEATER** Drama.
45 **BIFF BAKER, U.S.A.** Alan Hale.
73 **DRAGNET** Investigation of woman's disappearance. Jack Webb.
9:30 27 **BIG TOWN** Bigamist story.
45 **FAVORITE STORY** A. Menjou.
73 **FORD THEATER** "Night Visitor." Arthur Kennedy, Lee J. Cobb.
10:00 27 **DANNY THOMAS SHOW** Danny plans second honeymoon.
45 **FOLLOW THAT MAN**
73 **MARCH OF MEDICINE** Ben Grauer narrates "The Challenge of Arthritis and Rheumatism."
10:30 27 **PLACE THE FACE** Bill Cullen. Sara Berner and Art Baker.
45 **FILM**
73 **GREATEST DRAMA**
10:45 73 **BLACK CAT THEATER** "The Mantrap." Henry Stephansen.
11:00 27 **News, Sports**
45 **Nite Cap News**
11:15 27 **Playhouse 27** "Becky Sharpe." Miriam Hopkins, Frances Dee.
12:30 27 **Final Edition News**
73 **News Headlines**

Reviews

PROGRAM OF THE WEEK

Home

HOME, the National Broadcasting Company's ambitious new hour-long morning television show aimed at the American housewife, is no bean-shooter. The network programming brains have leveled at their audience an accurate, effective 16-inch gun.

Fortunately for all concerned, particularly the viewer, it comes off.

If its content is perhaps more pertinent to the metropolitan New York audience than to the cousins farther west, its impact is nevertheless a sure one. If it can't offer the immediate availability of a wonder-product or service that may have its audience fairly drooling over the television sets coast-to-coast, it at least offers hope for the near future—and hope for the future is not something to be taken lightly these days.

From Panel to Pans

A homemaker's service department in essence, the show is held together by Arlene Francis—and held together surprisingly well. Miss Francis has made the difficult transition from sophisticated panel member to not-overly-sophisticated wife, mother and homemaker far better than might have been suspected.

As any *What's My Line* fan knows, she is fast on her mental feet, rarely at a loss for words. Yet she manages to come across not as a condescending expert but as an interested (and interesting) participant.

Miss Francis, who is billed as editor-in-chief of this "woman's service magazine of the air," is assisted by a staff of six permanent editors, one of whom has the nerve to be a man. Each is in charge of a special department, such as food, fashion and beauty, family problems and children, home decoration, gardening, how-to and special projects. They are aided by all sorts of mechanical gimmicks, including a revolving stage and a lift which can hoist anything from a lace handkerchief to a refrigerator.

Arlene Francis: an easy transition from sophisticated panel member to housewife.

The show is necessarily a compilation of hundreds of local service shows, with this difference: *Home* does a thoroughly workmanlike job of editing and distilling. Most important, it has managed to retain the true home touch. It could very easily patronize. It hasn't—yet.

PUBLIC DEFENDER

IN AN ATTEMPT to capitalize on the popularity of Reed Hadley, the *Racket Squad* producers have come up with a new film series starring Hadley as the *Public Defender.* The idea is a good one. The show isn't—yet.

As the Defender, Hadley is cast as the government-paid lawyer whose duty it is to offer legal counsel to anyone who needs it and can't afford it. For the purposes of television, any poor soul coming to the Public Defender for help has to be innocent. What then evolves is a routine whodunit, with Hadley, whose fine speaking voice simply isn't matched by his acting ability, cast as the knight in shining armor who finds the real perpetrator of the crime.

Excellent shows have evolved from far shakier premises, as witness *Dragnet,* but the initial offerings of *Public Defender* have been uniformly dull.

Reed Hadley: voice raised in defense of the innocent.

The only word for the production, writing, direction and acting is routine. If all four improve, the show will improve proportionately. As it stands now, it is not worth the effort.—*D. J.*

FINE TUNING By OLLIE CRAWFORD

TELEVISION star sues gag-writers. He says he paid for round jokes and some of them fell flat.

•

If this keeps up, the only people laughing will be the lawyers.

•

One gag-writer says if comics are going to sue him, he's going to sue Joe Miller. He knows these are honest jokes, because he stole every one of them. The first time they were used, they got such a big laugh, some of the audience almost lost their togas.

•

The jokes panicked the audience, or at least they were running for the exits.

•

This gag-writer insists he writes funny—with his thumbs. He read the joke to the judge, and got a big laugh and 20 years. The jury was split, but not with laughter. Some of them thought hanging was too good for him and some of them didn't.

•

The fellow with a big stable of writers doesn't want horselaughs.

•

It's hard to see how a guy can complain about the material, if he makes a suit out of it.

Betty White's LIFE WITH ELIZABETH

TV MAY MAKE HER AMERICA'S SWEETHEART

BACK IN 1949 a lot of show business hangers-on were engaged in what was known as "getting in on the ground floor" of television. They figured the medium would be loyal to its pioneers. Unfortunately, loyalty has never been considered a selling point in any medium and most of these people are still down there on the ground floor at the local station.

An exception to this unhappy state of affairs is a 28-year-old Los Angeles girl named Betty White. Back in 1949, she was pinch-singing on a local station for $5 a throw. Today she is the star of a syndicated filmed series called *Life With Elizabeth* and of her own daily half-hour show on NBC. The transition, it should be noted, was accomplished largely through a process of osmosis. Betty White has never had a personal press agent.

A good many more-or-less serious-minded gentlemen in Hollywood are convinced that Betty White is destined to become the first TV version of something known as America's Sweetheart, an entity which had its beginnings in Pocahontas and came to full flower in the person of Mary Pickford. The mantle was later passed to Shirley Temple, who still has it tucked away among her childhood effects. There hasn't been a legitimate candidate for the title since Shirley turned

Betty loves dogs: 'Stormy,' the St. Bernard, shares honors with poodle, Pekingese.

Men in her life: Del Moore is co-star . . .

Don Fedderson heads producing firm . . .

12. And that was quite some years ago.

Betty White has all the qualifications. She is young, pretty without being a coldly-chiseled beauty, and has the disposition of a storybook heroine. She is utterly unspoiled. Furthermore, she has talent.

Agent Handles Liberace

That Betty hasn't been "discovered" before now is explained by the behind-the-scenes presence of Don Fedderson, a man with an exceptional talent for making long-range plans and keeping his mouth shut. In the early days of Los Angeles TV, Fedderson was general manager of a local station, KLAC-TV, which operated under the usual local station's budget. Which is to say, next to nothing. Over a period of a few years, Fedderson took under his wing and slowly developed two people whose names meant little or nothing to the general public. Today Fedderson is president of Bandy Productions, among the firms devoted to further development of these same two people. One of them is Betty White. The other is Liberace.

Betty, a routine part-time radio actress, drifted into the KLAC-TV operation five years ago as a secretary. Being young and pretty, she was soon given the Girl Friday role on a five-a-week daytime disc jockey show, one of the first of its kind. When the disc jockey left for another station in 1952, Betty took over temporarily until Fedderson could find a replacement for Jarvis. Actually, Fedderson had no intention of getting a replacement. He knew Betty could run the show (which involved five hours a day, no less), but wanted her to gain a little more confidence.

Once Ad Libbed Show

Life With Elizabeth got its start purely on an ad lib basis as a small and relatively unimportant spot on the daytime show. Betty and George Tibbles used to do a couple of song numbers, and began to lead into them with a few sprightly lines of dialogue. As time went on, the lines got longer and the songs got shorter. Tibbles finally bowed out to write and direct the by now highly popular spot and Del Moore was brought in to play Alvin. First thing anyone knew, the three-minute song spot was a half-hour local show called *Life With Elizabeth* and was transplanted bodily into an evening spot on the station.

But she spends evenings at home, alone.

Its instant acceptance is indicated by the fact that Betty won the 1953 Academy of TV Arts and Sciences award as "the best new personality of the year." As of this writing, the show is seen in 60 markets.

Fedderson, by this time one of the most respected executives in Western broadcasting and president of the Southern California Television Broadcasters Association, quietly resigned from KLAC-TV shortly thereafter, quietly committed *Life With Elizabeth* to a syndicated film series. It is worthy of note that both *Life With Elizabeth* and the Liberace show are filmed on the stage of an old movie theater.

Elizabeth is produced by Guild Films in association with Fedderson. Both this program and Liberace are distributed by Guild Films.

He's A Male Duenna

Fedderson's single-minded devotion to Betty's welfare is a sight to behold. There has never been so much as a whisper about the girl, and probably never will be so long as Fedderson runs the show. Happily married himself and the father of four children, he clucks over Betty like a mother hen. When NBC finally decided to put her on the network as a replacement for *Breakfast in Hollywood*, Fedderson sat in the network's photo gallery with her for four solid hours to make sure no cheesecake pictures were taken.

"If this girl is the success I think she's going to be," he says, "the high neckline is going to be the next New Look."

Betty herself is not unaware of the fact that her face and figure are marketable commodities, even with a high neckline. Her elusive girl-next-door quality, while wholly genuine, is nevertheless covered with a protective layer of sophistication that has enabled her to move into the big-time circle without getting ruffled.

A hard-bitten NBC photographer had this to say about her. "She's like Dinah Shore—she's hep, but she's a lady. It's a rare breed in this business."

She's A Resident Tourist

A Californian since she was two (she was born in Illinois) and a graduate of Beverly Hills High School, Betty lives with her parents, Mr. and Mrs. Horace L. White, in a small but comfortable Brentwood home. The family includes a poodle, a St. Bernard and a Pekingese. She neither drinks nor smokes. Her idea of a high time is a trip to a rare spot in Los Angeles she hasn't yet seen. "I'm what you might call a resident tourist," she says. "I've even gone and ogled at the LaBrea tar pits."

Her touring nowadays, however, is pretty much confined to a fast early-morning spin down Sunset Boulevard to Vine Street for her five-a-week NBC show, plus several trips a week to the old movie theater for the *Life With Elizabeth* filming.

"Maybe some tennis on a Sunday," she says wistfully. "As for dates—aren't they something that grow on trees out around Indio?"

She may very well become America's Sweetheart, but she has no time left to become anyone else's.

TV WITHOUT COMMERCIALS

Folklore: Foy Van Dolsem, of KTHE, educational station, rehearses children from Los Angeles' playgrounds for 'Cinderella.'

"HEY, JOE, our air time is up but this thing is just getting good. How about another 10 minutes or so?"

"Okay," came a voice, "let it run a while." And the show went on.

This is something you probably will never see or hear on commercial TV. It happened on KUHT, the Nation's first non-commercial station, owned by University of Houston in Texas.

Such easy informality is one of the earmarks of a brand new thing in video—the 100 percent non-commercial outlet.

By the end of 1953 there were only two such outlets—KUHT, and KTHE in Los Angeles. Educators hope at least 25 will be in operation by 1955; still others may be in the offing.

What is their purpose? How are they financed? What future have they?

A few years ago, the Federal Communications Commission decided that a portion of the TV spectrum should be reserved exclusively for educational and cultural purposes, to assure such programs for the best viewing hours. It was believed that television could be a powerful method of teaching. FCC has earmarked 250 channels —no more than one to a city.

These stations naturally have to keep down expenses. No slickly professional variety shows for them, no top priced professional talent, no expensive scenery. Nevertheless, a few individual stars are beginning to twinkle. Outstanding is Professor Frank C. Baxter, noted Shakespearean teacher at the University of Southern California, who lectures on two Los Angeles stations—commercial KNXT and non-commercial KTHE. The Academy of Television Arts and Sciences recently awarded him an "Emmy" as the most outstanding performer on any local station.

With network programming too costly, educationals turn to kinescopes, the filmed versions of live TV shows. By rotating "kinnies" of their best shows through program exchange centers, they expect to achieve the maximum level of programming.

Culture And Crafts

Since their prime purpose is education rather than entertainment, programs include classroom lessons, high-level cultural shows, instruction in handicraft, story-telling, music, drama, nature study, and the like.

The big problem, obviously, is the cost. Minimum estimate for a station is nearly $200,000. Operating costs will run at least $150,000 a year.

Thus, since these stations may not accept paid advertising, most of them must run a never-ending financial obstacle course. They will be owned by states, cities, universities, school systems, and by community groups. They are being financed by state and local

governments, by wealthy individuals, public solicitation, and by foundations. (The Ford Foundation's Fund for Adult Education has a budget to provide at least $100,000 per station for the first 30 stations on the air.)

And, surprisingly, commercial broadcasters and equipment manufacturers have donated well over $1,500,000 worth of buildings, towers, studios and equipment, plus technical advice.

The Public Pays The Tab

Biggest share of the money, however, comes from the public and from civic organizations. For example, the St. Louis Educational Commission launched a drive for $900,000—and already has most of it in cash or pledges. The Ford Foundation offered $150,000 toward construction, if the Commission would raise $300,000 to match it. A prominent businessman pledged $215,000. Washington and St. Louis Universities jointly contributed studio, transmission and other facilities worth at least $100,000. That took care of construction.

As for operating money, the boards of education of more than 20 municipalities in the St. Louis area pledged $1 per pupil for the first year in exchange for school and after-hours programs of special value. Private schools made similar pledges—altogether, about $150,000. Solicitation of business firms, labor unions and individuals will net the rest.

WQED, in Pittsburgh, which went on the air this month, is the first financed on a community basis. To provide a permanent source of operating income, a magazine, to contain WQED program reviews and news of educational television all over the nation, is being offered at $2 per year. Nearly 70,000 one-year subscriptions have already been sold. In addition, FCC ruled that their magazine could carry advertising.

The pattern becomes different for state educational TV networks. These will be generally financed by state funds, but with private help wherever it can be obtained.

Alabama plans a network of five non-commercial stations, and Wisconsin will have 11. Oklahoma figures an 11-station net to be financed by royalties from state oil lands.

The potential for educational and non-commercial television is good if—and it is a very real IF—the dedicated people behind it can develop the kind of programs which will encourage private contributors and legislative bodies to provide the necessary money.

Seagram-Distillers Corporation, New York City.
Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.

'I don't blame you for being mad'

"The serials The Bennetts *and* Follow Your Heart *were cut off without an explanation right in the middle of the stories. I'll never watch a serial on TV as long as I live."*
—Mrs. E. Kuszubski, Brooklyn

(from TV GUIDE, Letters to the Editor, week of Jan. 29-Feb. 4)

Dear Mrs. Kuszubski:

I don't blame you for being mad.

When you don't like a TV program and turn it off, that's your privilege. But when the TV program cuts *you* off right in the middle of the story, that's downright rude and practically unforgivable.

However, no matter how you and I feel about it, I'm convinced that television is here to stay. Yes, and TV serials, too.

As "Maxie" would say, "It's bigger than both of us." Television, I mean.

I got to thinking about you and I began to worry. You poor dear, never knowing what happened to *The Bennetts* and all those people on *Follow Your Heart*. Women have become neurotic for less reason than this.

If you followed *Follow Your Heart* faithfully, Mrs. K.—and I'm sure you must have, otherwise you wouldn't feel so vehement about it—you know that

this TV serial went on the air over NBC-TV last August and was the story of a wealthy Philadelphia society girl named Julie Fielding who was engaged to a man of her mother's choice, but one day decided to 'follow her heart' and fall in love with a boy who didn't belong to her social set.

When you last saw her, Julie was in plenty trouble. Still *is* as far as you know. Isn't that right?

Well, I missed a few episodes so I talked to a man who was connected with the show and he filled me in.

"We were right in the middle of the story," he confessed. "Julie Fielding was being held in protective custody by Alfred Lampier, wealthy, chic gangster who had posed as a wealthy playboy when he met Julie's mother. Alfred was holding Julie in his penthouse because he was trying to blackmail Julie's boy friend, Peter Davis, the poor boy from the wrong side of the tracks, into revealing secrets of a confidential government project."

"That was the general idea. It was an unfortunate situation, unfortunate in every way. We didn't have a sponsor. If you're on television and you don't have a sponsor, they don't leave you on for long. They usually lop you off after 13 weeks. (Did you know *that,* Mrs. K.?) The network has an option of giving three weeks' notice. Our show was planned to finish its cycle in 26 weeks."

I was anxious to have this fellow come to the point. "But what happened to Julie Fielding?" I asked. "Mrs. Kuszubski and I want to know. Do you know?"

"Yes," he whispered so that nobody in the office would hear him.

"The FBI was going to close in. They had trailed Nicky, one of Alfred's gangster henchmen, to the apartment where Julie was being held. We were going to have Nicky kill Alfred in a rage over being treated as a stupid lout.

"Then later, the FBI closes in. Peter Davis and Nick were to have a fight on the terrace. Nicky falls over the railing and is killed.

"We knew three weeks before the show went off the air that it was going to be canceled," he admitted, "but the scripts had been written ahead for three weeks so there was no opportunity to close out the sequences within those three weeks unless the scripts had been rewritten."

"But what about the ending, what about Julie Fielding, wealthy society girl, and Peter Davis, the boy from the other side of the tracks?" I asked.

"The cycle would have been completed," he said, almost wistfully, "with Peter and Julie reunited and looking toward the future and possibly married because they were engaged, but as you know, in a soap opera many things can happen before an engaged couple gets married."

So you see, even if *Follow Your Heart* had gone the full 26 weeks, instead of just 23, we wouldn't have seen Julie and Peter actually married.

Kind of breaks your heart, doesn't it? But be of staunch heart. Take back what you said, Mrs. Kuszubski. Please watch TV serials again and if they have a sponsor, try to buy their products so the sponsors will continue to sponsor; otherwise women all over the country might have happen to them what happened to you: disillusionment, embitterment, disavowal.

You're too warmhearted to let that happen. Please, Mrs. Kuszubski, please!

Imploringly,

Joan King Flynn

Joan King Flynn

P.S. If I find out what would have happened to The Bennetts *I'll tell you.*

REGIONAL RECIPES:

IN CINCINNATI, IT'S

queen city sauerbraten

By Norma Antenucci
Mrs. Antenucci conducts 'The Kitchen Show' on WCPO-TV, Cincinnati

A hundred years ago, German pioneers came to Cincinnati—this beautiful "city on seven hills" set in the green valley of the mighty Ohio River. With them came generations of wonderful German recipes, and since our Queen City is now predominately German I chose this Sauerbraten as a typical, and favorite, Cincinnati dish.

This special type of pot roast is hard to beat "taste wise" and it is a special favorite of the men. It is usually served with German potato dumplings, potato pancakes, or wide egg noodles. The addition of a tossed green salad, cheese cake, and your favorite beverage makes this a well-rounded menu with a German air.

Queen City Sauerbraten

4-5 lb. pot roast; 2 c. vinegar; 2 c. water; 3 t. salt, ½ t. pepper; 2 T brown sugar; 2 onions; tops from 3 celery stalks; 1 clove garlic; 2 bay leaves; 6 whole cloves; 12 gingersnaps.

Put meat into large bowl. Heat vinegar and water ta which has been added salt, pepper and brown sugar. Spread chopped onions and celery tops over meat. Pour an vinegar mixture.

Add garlic, bay leaves and cloves. Cover.

Refrigerate for three to four days, turning meat several times during this time. Remove meat and drain well. Strain liquid and save.

Flour meat well on both sides. Brown it well in a minimum of fat in heavy Dutch oven. Cover and simmer over very low flame for 3 to 4 hours or until tender and thoroughly cooked. Add about 1 cup of liquid at the beginning of the cooking process and add more as it is needed.

When Sauerbraten is done, remove the meat fram the liquid and add crushed gingersnaps to thicken the gravy. Serves 6.

Norma Antenucci displaying Sauerbraten.

Memo to TV Cowboys:

A Horse Is Not A Home

HAVING watched an inordinate number of Western shows while trying to stuff six o'clock dinners down a youngster's recalcitrant gullet, I have discovered some rather sinister, hitherto - undisclosed facets of the Western Code.

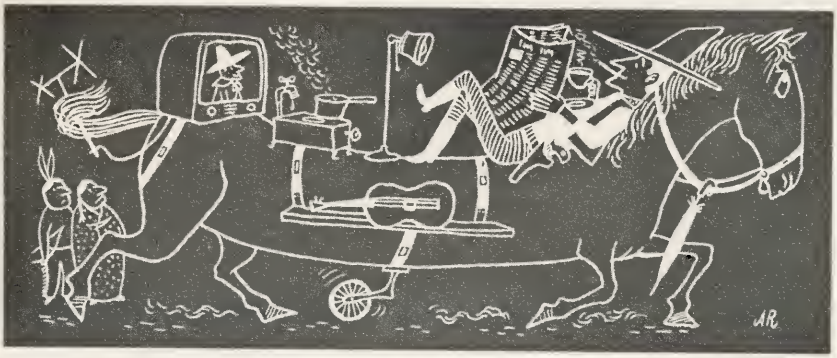
In addition to being trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave and clean-minded, the TV cowpoke does—or rather, fails to do—a number of other things.

For instance. He never goes to bed at night and, consequently, never has to get up in the morning. He is always riding some poor, miserable horse hell-for-leather or he is standing shuffle-footed in the nice old man's mortgaged parlor explaining to the old man's pretty granddaughter that he really isn't one of the bad guys at all. But he has no home of his own.

Lacking this staple item, he has never been seen to brush his teeth or wash his face or even change his clothes. Some enterprising soap company could move in on these gamey critters and clean up.

The cowboy never eats, either. No breakfast, lunch, supper, dinner, late snacks or coffee breaks. A few, to be sure, get some food during the commercials—but show me a man who subsists entirely on Punchie-Brunchies that apparently crackle, pop and explode in the middle of his stomach and I'll show you a man with perforated ulcers and a bad appendix.

Further, these expensively chapped, hatted and horsed citizens never have any money. I have never seen a cowboy buy a blessed thing. He apparently works for nobody and gets paid by nobody. He must have a rich aunt somewhere off-camera or a regular spot on *Strike It Rich.*



Worst of all, I have never seen a cowboy *be* a cowboy. I have never seen him rounding up cattle, branding cattle, mending fences, doing chores around a ranch or even taking care of his poor, miserable horse.

As an old cavalryman, vintage 1940-41, I resent this sort of thing.

But what really irks me is the fact there isn't a cowboy on the TV range who isn't worth, offstage, the better part of a taxable million bucks. This is justice? —*Skipalong Patton*

LOOKING AHEAD
TOWARD SUMMER . . .
you may be dreaming of picnics, days at the beach, week-ends in the mountains and that long-awaited vacation.
The TV world has already started to make definite plans for the summer . . . for new shows, new stars, substitutions in present shows, revisions in program schedules.
You can keep informed about the changing TV scene by consulting TV Guide, every week. A subscription to TV Guide lets you plan your summer televiewing with ease and economy.
It's so nice to have a GUIDE around the house
TV GUIDE

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